

drinks^{trade}

your news, your views
December/January 2016 issue 50



AUSTRALIA'S HIGHEST CIRCULATING LIQUOR INDUSTRY MAGAZINE



WORLD CLASS SPARKLING WINE

"Arras is made by a quietly spoken genius, Ed Carr,
whose name should be known around the world."

JAMES HALLIDAY
THE AUSTRALIAN, MARCH 2014

The House of Arras' philosophy is simple, to create world class sparkling wine.
This year, the brand is celebrating its 20th anniversary - the first vintage was created in
1995 by Australia's most awarded sparkling winemaker, Ed Carr.

Today this philosophy continues by sourcing cold climate Tasmanian fruit, the fine balance
of blending classic sparkling varieties and patience to allow these wines to mature at their
own pace. Arras sparkling is held back to mature between 3-10 years before it's released.
This time is what sets the House of Arras sparkling wines apart.

The House of Arras range consists of Brut Elite, Blanc de Blancs, Rosé, Grand Vintage and
the flagship EJ Carr Late Disgorged. House of Arras is one of Australia's most awarded
sparkling brands, with over 600 trophies and gold medals, a remarkable achievement in
the world of sparkling wine.

RECENT AWARDS



James Halliday Australian Wine Companion 2015 -
Best of the Best Sparkling Wine - *Arras Grand Vintage 2004*



International Wine Challenge 2015 -
Best Bottle Fermented Sparkling Wine
Arras EJ Carr Late Disgorged 2002



Tasmanian Wine Show 2015 - Best Late Disgorged Mature Vintage
Sparkling Wine - TasTAFE Drysdale Trophy
Arras EJ Carr Late Disgorged 2002



Champagne & Sparkling Wine World Championships 2015 -
National Champion - Best Australian Sparkling Wine
Arras Grand Vintage 2005
Best in Class - Australian NV Blend - *A by Arras NV*

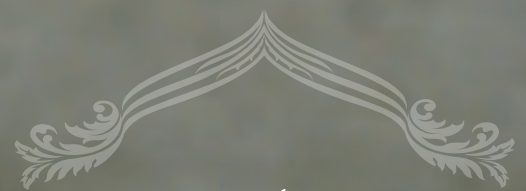


Decanter Asia Wine Awards 2015 - Regional Trophy - Australian
Sparkling - *Arras EJ Carr Late Disgorged 2002*

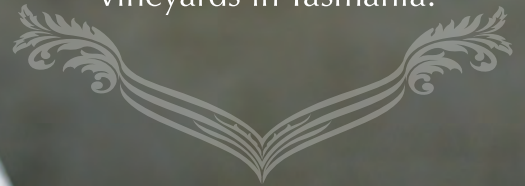


Decanter World Wine Awards 2015 - Regional Trophy - Australian
Sparkling over £15 - *Arras EJ Carr Late Disgorged 2002*





House of Arras,
one of the world's most luxurious
sparkling wines crafted
from pristine cold climate
vineyards in Tasmania.



houseofarras.com.au

  @HouseOfArras

 HouseofArrasSparkling

DRINK RESPONSIBLY.



SUPER
"DRY"
Asahi

ABOVE ALL ELSE.

At Asahi, we put one word above all else; Karakuchi. To our growers, it means pride. To our brewers, precision. To our tasters, perfection. But most important of all, to our drinkers, it means Super Dry. A premium, refreshing beer unlike any other. Following Asahi's growth in Australia, we're delivering our largest ever marketing investment with the 'Above all else' campaign.

ASAHIBEER.COM.AU

Asahi
PREMIUM BEVERAGES

Contact your Asahi Premium Beverages representative or call our customer service line on 1800 090 378 to stock draught or pack Asahi Super Dry in your venue today.
asahipremiumbeverages.com.au

CREDITS

PUBLISHER the drinks association

EDITORIAL

PUBLISHING EDITOR Ashley Pini ashley@hipmedia.com.au

ASSOCIATE EDITOR Hannah Sparks..... hannah@hipmedia.com.au

EDITORIAL ASSISTANT Mary Parbery..... mary@hipmedia.com.au

INTERN Kate Albrecht

CONTRIBUTORS

Adam King, James Atkinson, John Field, Mal Higgs, Matt Aitken, Nick Levy,

Walter MacCallum

DESIGN

ART DIRECTOR Evelyn Rueda evelyn@hipmedia.com.au

SENIOR DESIGNER Glenna Gabriel..... glenna@hipmedia.com.au

SENIOR DESIGNER Ryan Salcedo ryan@hipmedia.com.au

ADVERTISING

ASSOCIATE PUBLISHER Eoghan Hennessy eoghan@hipmedia.com.au

NATIONAL SALES MANAGER Chris Wheeler..... chris@hipmedia.com.au

PRODUCTION MANAGER Sasha Falloon sasha@hipmedia.com.au

Produced and contract published by:



Director: Ashley Pini

ACCOUNTS: accounts@hipmedia.com.au

169 Blues Point Road, McMahons Point NSW 2060

Ph: 02 9492 7999 | www.hipmedia.com.au | facebook.com/

drinksmedia

ABN: 42 126 291 914

the drinks
association

www.drinkscentral.com.au

All enquiries to:

the drinks association

Locked Bag 4100, Chatswood NSW 2067

ABN 26 001 376 423

The views expressed in drinks trade are those of the respective contributors and are not necessarily those of the magazine or the drinks association. Copyright is held by the drinks association and reproduction in whole or in part, without prior consent, is not permitted.

Other drinks association publications include:

drinks bulletin

drinksbulletin.com.au

drinks guide

drinksguide.com.au

drinks yearbook

Member of Publishers Australia

PublishersAustralia
media that engages



Editor's Note

WE'RE CELEBRATING 50! NOT 50 YEARS - BUT 50 EDITIONS, WHICH MAKES US A YOUNGSTER IN REALITY AS WE'VE DONE THAT IN JUST OVER EIGHT YEARS.

It was 50 editions ago that we started the 'drinks trade journey' – brought about by a common desire from many of Australia's leading drinks businesses to bring timely, business related news and information to the trade. Leading retail groups and suppliers joined forces to bring you this magazine and the related website drinksbulletin.com.au and, 50 editions on we'd like to give a vote of thanks to those that have made it possible.

Getting a myriad of differing business in any trade to pull in any common direction is not easy, but exceptionally powerful when done successfully. Working tirelessly for the common good of our industry has been Sandra Przibilla and the fantastic team at the drinks association - the driving force behind drinks publications - *drinks* trade magazine, *drinks* guide, *drinks* yearbook and drinksbulletin.com.au.

Over the previous 50 editions, we've also had the pleasure of working with awesome people such as Katrina Holden, Michael O'Grady, Sarah Davey and Maurizio Corda; all of whom have contributed to the success of the publications – as do the current team at Hip Media of course.

While it's a special edition in which you'll find many doff of the cap to our principal supporters (see page 66), we still have all the latest news, insights and features alongside new products and the tasting panel (pinot noir, page 46) for you to check out this Christmas.

In a new direction for *drinks* trade magazine, we are bringing you a special column giving you some tips on how you can balance work and lifestyle in the drinks industry. Ex-Diageo Brand Ambassador turned personal trainer, John Field, brings you his perspective and some tips on how you can get fit and balance some of those extra calories that the mix of our industry and this time of year bring about (page 37).

In the world of beer, we've focused on something other than the mega-takeover (you can get all of that at www.drinksbulletin.com.au), so James Atkinson takes a look at beer in cans (page 25); is it really taking off?

Walter McCallum, Director at Aitken Lawryers, looks into a recent breath testing case in the workplace in our legal column (page 64) and our Associate Editor, Hannah Sparks, got behind the lens to shoot some Christmas and summer liqueur cocktails at Archie Rose Distillery in Sydney (page 28).

In other news, the new visitors centre at the Beenleigh Distillery is now open; redeveloped at a cost of \$5 million. The facility is a nod to the history behind the iconic Queensland rum brand and the starting place for all visits to the site. The site was opened for media just as we went to print...For a detailed look at the story behind Beenleigh Rum, check out the February/March edition of *drinks* trade and drinksbulletin.com.au

Finally, I'd like to wish you all the best for another Christmas trading period and, hopefully, some quality time with family and friends.

Cheers

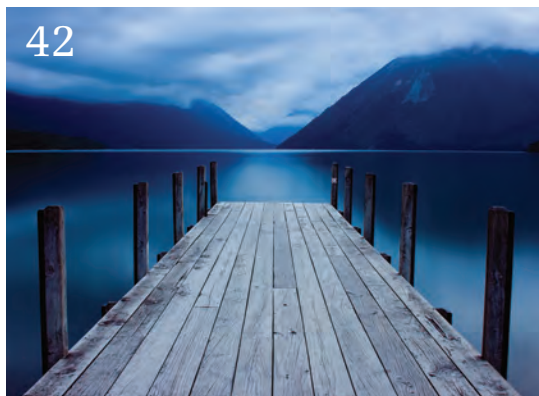
Ashley Pini

Publishing Editor – Hip Media



Contents

December/January 2016



drinks trade INSIGHTS

- 18 The Drinks Industry Show
- 20 Careers After Bartending
- 37 Health and Wellness
- 40 Invivo Wines
- 64 Drinking in the Workplace

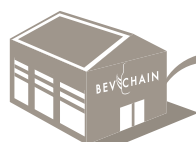
FEATURES

- 24 Breweries to Watch in 2016
- 25 The Return of the Tinnie
- 28 Christmas and Summer
Liqueur Cocktails
- 38 Glassware
- 42 New Zealand

REGULARS

- 8 News
- 46 Tasting Bench
- 54 Beer & Cider
- 56 Spirits
- 58 Wine
- 62 Trade Activity
- 96 Eye

BEVCHAIN



THE BEER
THAT BEER
WOULD DRINK.

Coopers



ENJOY RESPONSIBLY

Hand-made by the Cooper family. Est. 1862.

NEWS

FIGURES AND FACTS,
PEOPLE AND POLICY,
CORPORATE &
COMMUNITY



BILL COOPER DIES AGED 82

Former Managing Director of Coopers Brewery, Bill Cooper, passed away at the beginning of November.

Bill was a fourth generation patriarch of the Cooper family and business. He started work at Coopers on 2 February 1960 and was responsible for marketing and sales from 1965 to 1985, before being appointed Director and Secretary of the company in 1969. Bill became Managing Director in 1977 and Director of Coopers when he retired in 2002.

The Cooper family has said that they would like anyone wanting to honour Bill's memory to do so by making a donation to the Coopers Brewery Foundation.

TIM RICE HEAD OF WINE AT BWS

Woolworths Liquor Group recently appointed Tim Rice as Head of Wine at BWS. Rice was previously Head of Beer for Dan Murphy's and has a total 19 years worth of experience in buying and operations roles across the group's liquor retail businesses. Rice will relocate to Sydney in February next year to take up the role.



FOUR NSW LIQUOR LICENCES SUSPENDED THIS YEAR

A Lidcombe restaurant recently became the fourth venue in NSW to have its liquor licence suspended this year. Palbok BBQ Pty Ltd, trading as Palbok House, was caught by police officers serving alcohol to a group of under 18s. The penalty included a suspension of Palbok House's liquor licence for 21 days, ending December 16, plus a fine totalling \$2200. The Royal Hotel in Temora, Terrigal Liquor Stax and a Liquorland in Bondi Junction also had their liquor licences suspended by the Office of Liquor, Gaming and Racing for similar offenses earlier this year. OLGR's Director of Compliance and Enforcement, Anthony Keon has reminded operators to be asking for age identification. Under new laws, NSW licensees can have their liquor licences suspended for up to 28 days for serving alcohol to minors.



After 13 years, 2500 projects, 135 clients and a studio in both Sydney and London, The Collective has a new name.

Why? Because over the years we have become expert at creating unique, individual wine packaging. Packaging that consumers love. Packaging that will get you noticed.

Denomination is much more than a name: it's a guarantee of quality and authenticity.

For more information about how we could help with your wine branding, please contact Rowena Curlewis (02) 9281 5533
rowena@denomination.design

www.denomination.design

denomination

The origin of great label design.



Shock of the new.



DIAGEO APPOINTS NEW COMMERCIAL DIRECTOR

Diageo Australia has appointed Simon Tamke as its new Commercial Director. Tamke has been acting in the role since late September, following former Commercial Director, David Halliday's, resignation. Tamke joined Diageo Australia in November 2012 as State Manager for SA/NT and Head of Third Party before being promoted to Head of Key Accounts in July 2013. Managing Director for the company, David Smith, welcomed the appointment, saying he believes Tamke's strategic thinking and excellent relationships will achieve positive results for the business.

THE MARKETING COLUMN

By Nick Levy, Chief Operating Officer, Eden Gardens



Marketing tools are evolving quickly online. They are easy to access and apply to small and medium sized projects in particular.

Take canva.com, an extremely user-friendly graphic design package. Founded in 2013, it is used by over 5 million users, including 40 per cent of Fortune 500 companies. In just 30 seconds, marketers can build presentations, posters or social media posts that are highly visual and impactful - not just your average PowerPoint.

Or paperlesspost.com, a US success story that specialises in online invitation creation and management. In just a few minutes, marketers can build, send and manage event invitations. It's quick, animated, impactful and efficient - there's no carbon footprint either.

fiverr.com is a cost effective outsource option for marketers. For just 5USD, you can outsource a myriad of marketing tasks. From data entry, transcription, logo design to short video, the global fiverr network can deliver - often in just a few days. The website runs security and freelancer rating protocols to help marketers outsource safely online.

tailorbrands.com is a relative newcomer. Within a few minutes you can design your own logo by running through a question series to confirm your aims, likes and dislikes. If you like the result, you can buy a 59USD package, including 21 logo sizes, brand guidelines, business cards, letterheads, presentation templates and social media covers. The quality is very good and print ready.

These online tools are useful starting points for a modern marketing toolkit for any wine, beer or spirit brand builder. They are incredibly low cost and great for pioneering ideas. What these online tools do not provide however, is clever strategy from a good marketer, nor the insight of a real live designer. So do get involved and take a look, but also think first and apply them with care.



TOP SHELF COMMUNICATIONS.

On brief, on time and with a rare commitment to quality at every step, our unrivalled range of services offers a comprehensive, end to end communications solution for your business.

Visit bluestargroup.com.au
to find out more.

bluestar

PRINT / DISPLAY / WEB / DIRECT / CONNECT / PROMOTE

NEW

a Burst of Flavour

Banrock Station's Fruit Fusion, infused with natural flavours and juices.



Purchase Banrock Station and help protect our environment

[f/banrockstation](#)

[#banrockstation](#)

Get the facts [DRINKWISE.ORG.AU](#)

Enjoy Banrock Station responsibly.



THANKS!
TOGETHER WE'VE
GIVEN AU\$6 MILLION
TO OUR ENVIRONMENT
SO FAR

BACARDI MARTINI, REDBULL AND 4 PINES PARTNER WITH BEVCHAIN

Adam King, Group Manager - Customer Engagement, BevChain



BevChain has announced that three of its valued customers from the drinks industry will be continuing their partnerships on into 2016 with the supply chain solutions specialist. Bacardi Martini Australia is one such customer, reaffirming its

partnership with BevChain in its own right as the company transitions from its long-standing joint-venture relationship with Lion. Supply Chain Director for Bacardi, Paul Morris said: “The transition presented the opportunity for us to reassess our supply chain partnership and I’m pleased that we’ve been able to continue to work with BevChain as we adapt our route to market in Australia. There’s a lot to do, so it’s comforting to know we’ve been able to resolve our supply chain arrangements early.”

RedBull Australia has also chosen to renew its relationship with BevChain. A customer since 2012, Trevor Clark, National Operations Manager for RedBull Australia said, “We have been working with BevChain for four years now. They understand our business and have become a strong partner in our supply chain.”

4 Pines Brewing Company has also extended its partnership with BevChain, who in addition to its previous agreement, will provide 4 Pines’ route delivery services in Queensland and New South Wales, as well as line haul from the brand’s Brookvale Brewery to all major capital cities. Richard Sweet, 4 Pines Chief Beer Lover commented: “BevChain have proven their value helping us to get our beer to customers and consumers across Australia. We have decided to expand our business with BevChain and feel comfortable that our beer is in safe hands.”

Commenting on the partnerships, BevChain Group Manager – Customer Engagement, Adam King said: “It’s really pleasing to have these valued customers who have been with us for some time choose to continue to partner with us. These businesses are key players across three different categories of spirits, energy drinks and craft beer, which highlights the flexibility of the BevChain model. We’ve got a lot of exciting things in the pipeline so we’re thrilled to continue to work with Paul, Trevor and Richard and their teams, to get these great brands into the market.”

For enquiries on how BevChain can help improve your supply chain, contact Adam King on 0427 039 909 or go to bevchain.com.au for more information.



EXTENDED TRADING HOURS IN WA

The Government of Western Australia has extended trading hours in the state, allowing hotels, taverns and small bars to trade until midnight on both Saturday and Sunday, and nightclubs through to 2am on the following Monday morning.

Venues in the state say they are pleased with the changes, which bring WA in line with other parts of Australia. It is also hoped that the reforms will help to increase revenue and tourism for businesses.

WA licencees can expect additional state reforms in early 2016. These will form stage two of the Liquor Legislation Amendment Bill.

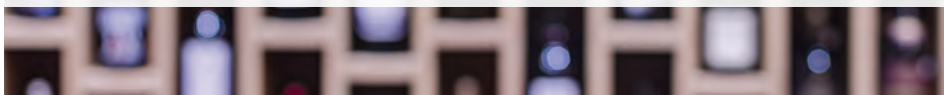


TWE DISTRIBUTION CHANGES

Treasury Wine Estates (TWE) is midway through implementing a new distribution model, under which customers will no longer be able to order wines directly from the company. Orders will instead be fulfilled through wholesalers.

TWE says the new model will not impact the level of service its sales team provides however, and that it has been pleased with the responses it has received from customers so far.

The company anticipates the distribution changes will be completed by the end of February 2016.



THE COLLECTIVE REBRANDS AS DENOMINATION

Award-winning design company, The Collective, has rebranded as Denomination. The new name was chosen in order to reflect the company’s specialisation in the wine and drinks industry.

The rebranding comes as a fitting move after a particularly successful year for the company, during which their designs and innovations received multiple awards. Denomination is optimistic about the future as they continue to raise the bar for outstanding drinks design.

NEW LOOK, SAME GREAT SCOTCH WHISKY

THE LEGEND CONTINUES

Sir James Douglas



Also available in convenient 10 pack

www.theblackdouglas.com.au



 **DON'T DRINK AND DRIVE**

GOOD TASTE ALWAYS WINS.

The fact that Cougar Bourbon is aged for a minimum of five years in charred white oak barrels hasn't gone unnoticed. Jim Murray (author of the Whisky Bible, the world's most comprehensive whisky guide), rated Cougar Bourbon 95/100.

This makes Cougar Bourbon the best-kept secret in the bourbon world.



**COUGAR BOURBON.
STRAIGHT UP.**

Contact your CUB Sales Representative
or call 13 23 37 to place an order.

Cougar Bourbon has no commercial affiliation with Jim Murray.

18+

FOR PEOPLE OVER
THE AGE OF 18 ONLY



CONSUMERS TO SPEND MORE THIS CHRISTMAS

Forecasts released by the Retail Council Christmas Spending Index predict consumers will spend \$35 billion in the lead up to this Christmas.

Retail Council CEO, Anna McPhee, said this year's forecasts indicate retail is in a slightly stronger position to build on last year's performance and is on target to contribute more than 4.5 per cent to Australia's GDP. And it looks like online will play an important role in contributing to this spend - expected to make up around 16 per cent of total sales over the period.

The index also anticipates an additional 30,000 jobs will be created to help meet increased demand, plus extra hours for existing retail employees.



HOW IMPORTANT ARE SUPPLIER RELATIONSHIPS TO THE RETAILER?

*By Mal Higgs, Project Manager for the ALSA Retail Insights Project
www.alsaretailinsights.com.au*



Most would argue that for an industry to survive and thrive, there needs to be a healthy and productive relationship between the supplier and retailer.

For this to take place successfully, there needs to be some alignment between what the supplier is doing and what the retailer does at his/her end. Naturally, the best way for this to take place is for the communication between both to be effective, transparent and professional, because at the end of the day, both are chasing the same thing - the consumer. So that's the theory, but what's the reality? Obviously, a retailer cannot range or promote every product from every category and therefore has to make some decisions on what to carry and who to buy from. This is where it starts getting tricky! Many retailers make their product or category buying decisions based on a range of criteria - from the relevance of the product to their customer base, through to whether or not they like dealing with the particular company or even sales representative. Often, these decisions can have a fair degree of emotion attached to them, as opposed to a clear objective view of whether the product is right.

In a marketplace where consumers are becoming increasingly 'promiscuous' in their brand selection, there is arguably now no individual product that is 'must have'. The retailer has enormous choice of what to buy and who to buy from and, inevitably will buy from and support those suppliers who they believe have the fairest trading terms, offer good support to them or their banner group, can get the stock they want to them when they want it and have some understanding of their business.



STUDY CONFIRMS DAN MURPHY'S AS MOST POPULAR STORE

New findings published by Roy Morgan Research confirm that Woolworths Limited owned liquor stores, Dan Murphy's and BWS, are dominating Coles and independent liquor retailers.

In any given week, 1.2 million Australians (23.9 per cent of total alcohol-buyers) are choosing to shop at Dan Murphy's, spending an average of \$67 each purchase (26.3 per cent share of total dollars spent on alcohol during an average seven-day period). While the 1.1 million people that are visiting BWS stores each week, represent an additional 17.9 per cent of the total weekly liquor spend.

General Manager – Consumer Products at Roy Morgan Research, Andrew Price, said the results were reflective of Dan Murphy's low-price policy and strong online presence, combined with BWS' convenience offering.

A BEACON FOR QUALITY GIN LOVERS



HAND CRAFTED

LIGHTHOUSE

BATCH DISTILLED

GIN

ON THE SOUTHERNMOST TIP OF THE NORTH ISLAND OF NEW ZEALAND, UNDER THE WATCH OF THE ICONIC CAPE PALLISER LIGHTHOUSE, WE BLEND PURE MOUNTAIN SPRING WATER WITH HAND-ZESTED NAVAL ORANGES, YEN BEN LEMONS AND HINTS OF NATIVE BOTANICALS TO CREATE A PREMIUM GIN OF EXCEPTIONAL FLAVOUR AND COMPLEXITY. EACH BATCH HAS ITS OWN SUBTLE FLAVOUR, WHICH MAY BEST BE APPRECIATED IN A DRY MARTINI, A REFRESHINGLY FLAVOURSOME G&T, OR ON THE ROCKS!

LIGHTHOUSEGIN.CO.NZ



PROUDLY SERVED AT WHAREKAUHAU COUNTRY ESTATE



SMALL / BATCH

DEJA VU WINE CO

IMPORTED BY DÉJÀ VU WINE CO
www.dejavuwines.com.au

AUGMENTED REALITY: THE NEXT BIG THING IN DRINKS MARKETING

Matt Aitken, CEO, Blue Star Group



Imagine this - a customer is walking through their local liquor store. They pick up a bottle and slip on a pair of smart glasses. Suddenly, by simply looking at the label,

they've awakened an immersive, virtual experience with the brand. Immediately the customer has access to a virtual overlay which integrates sound, video and graphics to complement the in-store experience.

The customer is transported to the Barossa vineyard where the grapes were grown for the bottle of wine in their hand. Or, Heidi Klum emerges to share her favourite cocktail recipes for the vodka they're eyeing off. Or, their favourite beer brand is offering them a chance to play a game which interacts with the actual packaging. A message pops up. One of their favourite brands is stocked on the other side of the store and, they are given directions straight to it.

It may seem like a science fiction film, but in fact this technology – augmented reality – exists now.

Augmented reality alters a real world experience through the integration of a fully interactive virtual experience. Market advisor Digi-Capital estimates that the Augmented and Virtual Reality market will reach \$150 billion by 2020.

Last year, we launched our own augmented reality offering through our creative services business Kalido. We see a huge opportunity to leverage the power of print and integrate it with a virtual experience.

The drinks industry is known for innovation and there have been some early adopters. For example, Patrón offers customers a virtual tour to Hacienda's agave fields, distillery and bottling room, to see how their tequila is made.

The way things are moving, augmented reality will become a pillar of drinks marketing in the next decade. Is your brand ready to embrace it?

THE D'ARENBERG CUBE

Construction has commenced on what is set to be the most innovative cellar door to have ever been built.

The d'Arenberg Cube is a five storey, multi-function building, with the top two stories turned askew, making it appear to float among vines in the family's McLaren Vale homestead.

Fourth generation family member and Chief Winemaker, Chester Osborn, is the designer behind the cellar door concept and has created what he believes represents the "puzzle" of winemaking. The building, which is entered via a folding origami entrance, will comprise a new tasting room, several bars, another restaurant, private tasting rooms, office accommodation and state of the art facilities on each level.



KEGSTAR TO EXPAND TO UK FOLLOWING BRAMBLES ACQUISITION

Supply chain logistics company, Kegstar, will expand into the UK market in February next year, following its sale to Brambles.

Brambles - a pooling solutions company that specialises in the provision of reusable pallets, crates and containers – acquired Kegstar at the end of November, providing significant investment to enable the company to expand outside of New Zealand and Australia.

The expansion will further provide exciting opportunity for brewers in Kegstar's existing markets, who will soon be able to export their beer to the UK through Kegstar Kegs. Following the launch of its specialist keg pooling business in the UK, Kegstar also has plans in place to expand operations into mainland Europe.

Under Brambles ownership, Kegstar will continue to operate as a stand-alone business and current employees, including Managing Director Adam Trippe-Smith will retain their positions.

Read the full story at drinksbulletin.com.au



GO HOME WITH YOUR CUSTOMERS...



OUR SERVICES:

- Competitor insights
- Community management
- Social media monitoring & analytics
- Campaign development & management
- Customer insights & engagement
- Risk minimisation & social readiness
- Policy development, staff training & internal processes

Ever wanted to get into bed with your customers?

Well now you can. With **OBVIAM** Social Media, you can build a better relationship with your customers wherever they are ... at home, on holidays, at work or even the gym.

OBVIAM helps you harness the power of social media to build better customer relationships, sell more product, or get more bums on seats. Using live data from more than 65 million social media channels, **OBVIAM** takes the guesswork out of successful social media, designing campaigns and strategies to grow your business and edge out the competition.



Level 26, 1 Bligh Street, Sydney, NSW 2000

enquiries@obviam.co | www.obviam.co | ph: (02) 8226 8576

NOVEMBER KICKS OFF

Inaugural Drinks Industry Show

Australia's first-ever trade only show for the drinks industry kicked off in November. Over 100 exhibitors were at the two-day event, presenting the latest products in beer, cider, wine and spirits and industry services available to trade.

Held at the iconic Luna Park in Sydney, the Drinks Industry Show provided an opportunity for retailers, venue operators, bartenders, sommeliers and buyers to network with a wide array of producers, distributors and industry representatives.

One of the exhibitors at the show was co-founder of Endeavour Vintage Beer Co., Ben Kooyman. Kooyman said he thought the event was a great initiative.

"We distribute nationally, but we're always looking for new customers, which is why we're here today", Kooyman said. "It's always good to see what the rest of the industry is doing and if there are any partnerships out there that we can benefit from. We do a lot of consumer events and while we do meet trade at them occasionally, we're always rushed, so I think these next couple of days will be really good."

Rowena Clark-Hansen, great granddaughter of Frank Clark from family-owned company, Frank's Cider, also said the show provided a great opportunity to meet new people in the industry. "We've come all the way from Tasmania where we're based to show people our cider, make new contacts and see what else is out there. I've had a great time."

Trade could also attend a number of interactive and informative master classes, competitions and seminars as part of the 2015 Drinks Industry Show program.

On day one, consumer publication series 'explore Drinks' held expert led panels on craft beer, Champagne and sparkling, whisk(e)y and the world of bartending competitions. In the spotlight were drinks personalities from House of Arras, Australian Brewery, Jack Daniel's, Pernod Ricard Australia, The

Institute of Beer, Beam Suntory, Campari Australia, SouthTrade International, The Drinks Cabinet, Two Birds Brewing, The Whisky Academy and William Grant & Sons.

On the morning of day two, the drinks association held its 'Network Breakfast Live at the Drinks Industry Show'. Head of Commercial Excellence at Nielsen Pacific, Michael Walton was the guest speaker at the breakfast. Michael provided insights on consumer behaviour, innovation and in-store execution, as well as the development of digital tools and how to apply them.

CEO of the drinks association, Sandra Przibilla, spoke about the importance of working together to achieve business excellence later that day as part of several key sessions, which were also led by Director of Liquor and Policing at Australian Hotels Association (AHA) NSW, John Green; CEO of Restaurant & Catering Australia (R&CA), John Hart; Managing Director of Shopper Tracker, Simon Ford; and CEO of Ebiquity, Richard Basil-Jones.

R&CA also invited trade to join its inaugural forum on day two of the show. The forum was titled 'The Business of On-Premise Distribution: Drivers and Challenges' and was designed to raise discussion around improving on-premise distribution between industries. The forum featured a panel of members from R&CA, Destination NSW, NSW Wine Industry Association, Quay, Lion Nathan, a representative from the Orange wine region and the winner of the NSW Wine List Awards.

Across the two days, the Australian Bartenders Guild hosted its Flair National Cocktail Competition. Senior bartenders competed for a chance to represent Australia at the International Bartenders Association

Cocktail Championships, which will be held next year in Tokyo. The winners were Sanis Dewantara from The Albion Hotel and Andrew Watson-Calderon from O Bar.

Husband and wife duo, Sheena and Toby Hartcher, who are also the President and Vice President Operations Manager of the Australian Bartenders Guild respectively, said hosting the competition at the Drinks Industry Show provided a great opportunity to bring the hospitality community together.

"Australia is on the rise for hospitality and by having the Drinks Industry Show, hopefully we can continue to strengthen our community and really increase the industry", Ms. Hartcher said.

Only in its inaugural year, the free-to-attend Drinks Industry Show is one of the largest single-venue exhibitions in the Australian market and is expected to be even bigger and better next year. In this year alone, more than 1,000 people registered to the show.

For more information, visit: www.drinksindustryshow.com.au



THE DRINKS INDUSTRY SHOW

Master classes

Monday 16th November

12:30 - 1:15pm
Mainstream beer for a craft world?
Danielle Allen, Neal Cameron, Ian Kingham and Mark Toomey

1:45 - 2:30pm
The taste-off: Champagne & sparkling wine
Ed Carr and Ken Gargett

3:15 - 4:00pm
Regionality in whisk(e)y
Matt Barnett, Laura Hay, Pat McEwan, Chris Middleton and Kate Moran

4:15 - 5:00pm
How to handle the heats: Success in the world of bartending competitions
Gee David, Ben Davidson, Mikey Enright, Hayley Morison and Ollie Stuart



Stepping Out from Behind the Bar



While there are no official statistics on record, it would be fair to say that most of us who work in the corporate world of drinks started out in bartending. It's a job that offers many the flexibility they need while studying, as well as the opportunity to learn about a wide range of drinks and meet new people. Bartending also gives you a great insight into the industry and a number of the skills required in a corporate role. So it's not uncommon for many of us to consider stepping out from behind the bar at some point, but then what and how do you get there?

We've spoken to a number of industry talents who after bartending went into corporate roles with companies like Beam Suntory, Campari, SouthTrade and Pernod Ricard, while a couple of others have set up their own businesses within the industry. Below you can read each of their stories to find out how they climbed the ladder and what their advice is to you. By **Andy Gaunt**

When I reflect on how my career started, I never imagined the possibilities what the drinks industry could offer. Like many students in England, I passed the summer holidays serving pints of ale in the local pub, before delaying 'real life' by bartending in the Greek islands and somehow found myself managing a cocktail bar in Sydney. It was here, in a bar that took training seriously, that I discovered my passion for the drinks industry. But like many bartenders today, I couldn't see what long-term career options there were and on my return to London, stepped from one side of the bar to the other for an attempt to work less late nights but still enjoy the life of bars.

I joined Diageo as a sales rep back in 1999 and my first surprise was that I was the only person in my entire team that had ever worked behind the bar! Over the next 10 years, I had the fortune to travel all over the world with Diageo, learn and hone sales, marketing and leadership skills, and found myself heading up Diageo Asia Pacific's luxury business unit. Sitting in boardrooms, I often thought back to those days mixing Golden Dreams to holiday makers in Greece, reflecting on how many directions you can go to make a life long career in the world of spirits.

Being part of the explosion of cocktail culture in the UK at the turn of the millennium, I have seen the opportunities for skilled young bartenders first hand. This was a time pre-'brand ambassadors' and the rush to make a name for yourself led many bartenders, who seemingly had pulled just a few shifts at famous bar x or cool bar y, to set up as a "consultant". Today however, the perceived glamour of 'brand ambassadorship' seems in reach. There is also a whole host of training available to bartenders nowadays. Programmes like Diageo Bar Academy and The Blend are investing serious dollars into providing a strong foundation of knowledge and recognised qualifications.

So, when you are reflecting on what you are going to do in the years ahead, take heart that there are more opportunities than ever before. Staying within operations and moving to management or ownership, flexing your presentation and coaching skills to move to training or ambassador roles, honing your sales and marketing skills in building drinks brands and seeing the world, creating a legacy by founding your own product – the options are almost endless. Good luck!



Ben Davidson

Current role and company: Spirits Education Manager at Pernod Ricard Australia

Time in role: 9.5 years

Bars previously worked in:

The Attic Bar, The ArtHouse Hotel, Posh Lounge, Orbit Bar and Lounge and Rockpool Group.

How you got into your current role:

I was hired by Pernod Ricard Australia as National Spirits Ambassador nearly ten years ago. An ex-colleague of mine had put me forward for the role and I haven't looked back since!

How bartending helped you get your current role:

Bartending is a great a career choice to lay a solid foundation for branching out into other roles in the drinks/alcohol industry. Having an insight into what people are drinking and how they are drinking it is valuable knowledge for brands to be able to target their offering to better engage with consumers. Bartending also teaches you a lot about people and prepares you well for dealing with the different types of personalities you might encounter in the corporate world. And it helps you to remain calm under pressure.

Your top piece of advice for bartenders looking to take the next step of their career in the industry:

Becoming a brand ambassador is a natural progression for a certain type of bartender who relishes being at the centre of attention and is keen to embrace the additional demands of working in a team on projects where there are a lot of stakeholders. These days, the best brand ambassadors are ex-bartenders who have been able to adapt their knowledge of drinks and connectedness to the industry at large, to focus their energy on the communication about a particular brand or portfolio. If this sounds like your jam – stay humble, act professional and be prepared for anything.

Gee David

Current role and company: National Brand Ambassador/Training Manager at SouthTrade International

Time in role: 4.5 years

Bars previously worked in:

Mustards Brasserie, Sports Café Haymarket, Chi-Chi's Covent Garden, TGI Fridays, Roadhouse, BBAR, The Collection and 19:20, which were all in London. Plus various other cocktail bars across the world and Stitch Bar here in Sydney.

How you got into your current role:

During my time as a bartender, I started to work on events with a company in London called Gorgeous Group and from there I had the opportunity to get into training. I then made the transition from bartender to Brand Ambassador and worked with some great brands in London and the UK, which meant I was selling, marketing and training in the role.

I moved to Sydney to work with a close mate of mine, Grant Collins, at Barsolutions and was lucky enough to work as a consultant with venues in Bali, Singapore, Jakarta and Beirut among many others... From there I had the opportunity to join SouthTrade as a National Training Manager.

It's a role that involves everything I love about the industry - researching history and brands, training trade and consumers, being involved in sales and marketing and still making drinks!

How bartending helped you get your current role:

Bartending gave me the foundation for all the skills I have now developed. First and foremost when bartending, you are providing a service and your main goal should be to make everyone you serve feel special. You're also 'on show' and everything is a performance. If you are able to perform and still be genuine, you'll go very far!

Your top piece of advice for bartenders looking to take the next step of their career in the industry:

Get advice, talk to as many people as you can about the role and do your research. Always over prepare for any interview and be yourself. Above all, keep smiling and love what you do.



Hayley Morison



Current role and company: National Brand Activation Manager at Beam Suntory

Time in role: Approaching 3 years

Bars previously worked in:

I started in hotels and then worked in pubs. I've worked in Revolution Soho London. In Sydney I've worked in Café Sydney, The Loft, Hugos Bar Pizza and The Roosevelt, and I've also managed a collection of 50 bars in Hong Kong as Group Bar Manager.

How you got into your current role:

I flew home from a year in Hong Kong and saw this role was on Seek and applied. Talk about timing! It's a very different role and one that's difficult to describe. You need training and management skills, creative writing capabilities, bar and cocktail experience, understanding of financials and budgets, and events knowledge to name a few. I've even just added website design to my resume. But I was fortunate enough that my roles at some previous venues were heavily BOH focused and so I was able to gain the necessary skills for this role.

How bartending helped you get your current role:

Being able to work long hours with no sleep trained me well! Seriously though, each venue I worked in brought something different to the table in terms of skill development, experience and understanding of the industry. I made a point of understanding each area of the business inside and out to advance my career as I always had a goal set for the type of role I'm currently in.

Your top piece of advice for bartenders looking to take the next step of their career in the industry:

Firstly, don't make enemies in this industry; it's a tight trade - word spreads fast and it will be detrimental to your career. Keep learning, everything and anything about the business. The industry is extremely varied and many exciting roles exist if you want to get out from behind the stick.

Jason Crawley

Current role and company: Managing Director, The Drink Cabinet

Time in role: 2 years

Bars previously worked in: The last bar I worked in was Zeta Bar in Sydney, in 2007.

How you got into your current role: Luck.

I was originally recruited by a company called MAXXIUM as the head of their on-premise training program. The role was only part-time though and I ideally wanted a full-time role, so I made myself indispensable around the company. I attended meetings I had no business of attending, learnt the corporate language and saw how the corporate world works. From there, I kept my eyes open and continued to work really hard, and eventually I decided to do things on my own.

How bartending helped you get your current role: Bartending helped get me there because I did it for such a long time (almost 20 years). It gave me a much deeper understanding of the industry and all the key learnings I felt I needed to have. If I had done the role for just a few years, I don't think I would have been prepared for the corporate model.

Bartending also teaches you how to ask questions and be a good listener. In every role there's always an element of customer service and bartending really teaches you how to interact with people.

Your top piece of advice for bartenders looking to take the next step of their career in the industry: Keep an open mind, learn as much as you can and attend as much as you can. Also be mindful that you're your own brand and with the advent of the Internet and social media, how you represent yourself can be seen by everyone.



Oliver Stuart

Current role and company:

National Brand Ambassador at Campari Australia

Time in role: 3.5 years

Bars previously worked in: Est. Hemmesphere, The Victoria Room and North Bondi Italian Food.

How you got into your current role:

I had previously worked as a Brand Ambassador, which helped pave the way for this role. I'd used Campari in mixed drinks and cocktails for years, and was a huge advocate for the brand. In fact, the last bar I worked in (North Bondi Italian Food) sold more Campari than vodka because the staff loved it so much. Campari Australia has a portfolio of extraordinary brands that are at home in the on-premise. Brands like Campari, Aperol, Wild Turkey, Cinzano, Amaro Braulio and Cynar are very popular with Australian bartenders. This is where my focus is – the on-premise.

How bartending helped you get your current role:

Bartending is a very public job. A personable, passionate bartender can create a wide network quite easily. While I was bartending, I regularly offered assistance to consumer media in the form of recipes and cocktail advice. This proved an excellent way to get my name out there. I also entered the best cocktail competitions. This offered me wide exposure in the trade. The other way is the relationships with the liquor companies. Often a sales rep will ask if they can bring their executive team members to your bar. This is an amazing opportunity! Make time to meet with them, show them how you use their brands and follow up with a 'nice to meet you' email.

Your top piece of advice for bartenders looking to take the next step of their career in the industry:

Don't jump at every freelance opportunity to represent a brand. Wait for the right one to come up and do it really well. Be passionate and professional. If you're looking to move into a role in a liquor company, behave in the way you would if you got the job (for example, answer emails). Take the enthusiasm from behind the bar into your new job. Stay humble, but don't be afraid to promote yourself if you've done something newsworthy.



Breweries to Watch in 2016

It's hard to reconcile the continued decline in beer consumption in Australia with the surge in brewery openings across the country throughout 2015.

The disconnect can be explained by the fact that many of the new breweries opening on an almost weekly basis are focused on serving their local communities. It's somewhat of a reprisal of the beer market structure that existed prior to the relentless industry consolidation that characterised much of the previous century. State-by-state, here are just a few of the new breweries that should be on your radar as we head into 2016. By **James Atkinson**

New South Wales has seen the openings of Camperdown's Wayward Brewing, Enmore's The Gritter Brewing Co. and Five Dock's Akasha Brewing all in a matter of weeks, further cementing Sydney's inner west as a hub of microbrewery activity. Elsewhere in the state, Bathurst will have its first new brewery in many years with the imminent establishment of Two Heads Brewing in the heritage Crago Mill, with former Bluetongue Head Brewer, Bruce Peachey, acting as consultant to founders Campbell and Greg Hedley.

Victoria's beer landscape saw notable additions, such as Bad Shepherd Brewery in Cheltenham, Melbourne, which began production in November.

The brewery was set up by Diti and Dereck Hales, the latter of whom was awarded Amateur Brewing Champion of Victoria in 2012 and 2013. The Haleses will share their Cheltenham facility with Wolf of the Willows, founded by another husband and wife duo, Scott and Renae McKinnon, who have been contract brewing since launching their brand late in 2014. Also adopting the shared facility model, are Victoria's Kaiju Beer and Exit Brewing, whose Dandenong South setup also came online in November. In Port Melbourne meanwhile, WA's Colonial Brewing recently assumed the Bertie Street site formerly occupied by Matilda Bay.

Queensland is the scene of what will inevitably be one of the country's highest profile brewery openings of the next few years. Located at Currumbin Waters on the Gold Coast, Balter Brewing counts surfers Mick Fanning, Bede Durbridge, Josh Kerr and Joel Parkinson among its shareholders. Team Balter aims to be fully operational by December with its first beers on the market early next year. Further north is Hemingway's Brewery, which is slated to open in May 2016 as part of the multimillion-dollar expansion of The Reef Marina in Port Douglas.



South Australia played host to one of 2015's most celebrated brewery openings, that of Pirate Life, which picked up a swathe of medals at the Australian International Beer Awards only weeks after the company began operation in January. Its core range comprises a Pale Ale, a Double IPA and a Session IPA, which are now available nationally through Palais Imports.

Tasmania's long association with brewing looks set to continue with two new breweries having recently opened in Cambridge on the edge of the Coal River Valley. Last Rites Brewing Company is the more substantial of the two, with Double Head Brewing located just two minutes down the road. In the capital, Hobart Brewing Co. is well on the way to establishing its new brewery and taproom at Macquarie Point. Sources suggest there are several more breweries on the cards for Tassie in 2016.

Western Australia's year was noteworthy for the establishment of another new brewery in Margaret River's burgeoning beer scene. But the facility originally known as Young Henrys Beer Farm was hastily rebranded as simply The Beer Farm, following an ownership restructure that saw it continue as an entirely separate entity. Elsewhere in the state, award-winning home brewer Mark Rivers and business partner Trina Youchak recently launched Three Rivers Brewing Co. in Mandurah, while Nowhereman Brewing Co. is slated to open in Perth early in 2016.

THE RETURN OF THE TINNIE

Cans' resurgence as the preferred container of choice for craft beer has escalated throughout 2015. The format with a long and not-so-decorated history in Australian drinking culture is rapidly breaking down stubborn stigmas, such as that it's for less sophisticated drinkers and that the aluminium taints the flavour of the beer. New canning technology has ensured that such perceptions are as out of fashion as the voluminous consumption once associated with the humble 'tinnie'. By **James Atkinson**

The bigger players are taking notice of the success tasted by brewers, such as Melbourne's Mountain Goat, whose Summer Ale cans quickly became a smash hit after launching late in 2013. Mountain Goat's new owner, Asahi Premium Beverages, also recently introduced cans for its other craft beer brand, Cricketer's Arms.

"Cans are going well for Cricketer's Arms, especially the Spearhead Pale Ale and Scorcher Summer Ale 10-packs," says Asahi Premium Beverages Marketing Manager, Michael Vousden.

Lion's James Squire, meanwhile, recently released its 150 Lashes Pale Ale in cans. Even retailer Aldi is on board, signing an exclusive deal with Sydney's Balmain Brewing to bring out its Pilsner and Pale Ale SKUs in the format.

"Australian consumers are becoming more aware that cans are the ideal format for craft beer," an Aldi Australia spokesperson told *drinks trade*.

"Within a can the beverage is protected from UV light, which can affect the taste of beer. There is also evidence that beer retains its freshness longer in a can.

"Along with the ease and convenience of storage, cans are a much more efficient format to transport, so the savings gained can be passed on to the customer in the form of a better value deal - both in the larger volume format (375ml can vs 330ml bottles available at other retailers) as well as at a competitive price. It really is a win-win for everyone," the spokesperson said.

The trend is certainly not unique to Australian brewers, who are taking their cues from overseas markets. Ben Dobler, who is Head of Innovation Brewing at Craft Brew Alliance (CBA) - the USA's fifth biggest craft brewer - credited the massive success of one of CBA's beers, Long Hammer IPA from Seattle's Red Hook Brewery, to its availability in cans.

"Because of the cans, it's one of the best-selling IPAs in the 'States," he said. "The can revolution is really coming strong. Actually right now it's so strong in the 'States that our two major can producers have said 'no more orders'. They won't take on any new customers because they can't keep up with the current volume."

Dobler, who was in Australia to launch CBA's Red Hook, Widmer Brothers and Kona Brewing beers - now available from Craft Revolution - attributes the appeal firstly to the "bomb-proof packaging".

"Canned beer done proper, is like keg beer," he says. But he believes



We're in for a SCORCHER — THIS — SUMMER



INTRODUCING CRICKETERS ARMS SCORCHER SUMMER ALE

Cricketers Arms Scorchers Summer Ale is a new Golden Ale, crafted using brewing techniques similar to our popular Spearhead Pale Ale. This non-filtered cloudy ale with citrus and tropical aromas is perfect for summer drinking.

- CRAFT BEER IS THE FASTEST GROWING BEER SEGMENT*
- GOLDEN ALE IS THE 2ND LARGEST CRAFT BEER STYLE*
- CRICKETERS ARMS IS THE 4TH LARGEST CONTRIBUTOR TO CRAFT BEER GROWTH*



*Source: AZTEC Quarter to 31/5/2015

To place an order for Cricketers Arms contact your Asahi Premium Beverages representative or call our customer service line on 1800 090 378

CRICKETERS ARMS





The guys at Cheeky Monkey Brewery with their new cans.

there is also something in the suitability of the format for particular occasions.

"It's also because of the mobility of it. You can throw them in your pack and go for a hike, take them down the beach and not break glass that somebody's going to step on, or get them into pools or golf courses."

Jaron Mitchell, founder of 4 Pines Brewing Company, says that while 'occasion-based drinking' is a familiar refrain for marketers in the drinks industry, it certainly resonates where cans are concerned.

"If you're having a dinner party and you're cracking open the \$50 bottle of red, you're probably going to want bottled beers," he says.

"But when people start having to carry their beers and waste becomes an issue, you can crush all your cans and you've got this nice, tight little parcel of waste you can easily put in the bin, rather than trying to shove 24 bottles in," he says. "I think the occasion thing just makes sense."

4 Pines recently released its first product in a can, Indian Summer Pale Ale - the sixth beer in its core range.

Mitchell said the can's debut came from watching the behaviour of drinkers on the strip of grass nearby 4 Pines' Manly brewpub. If they weren't sharing takeaway growlers of 4 Pines beer, they were drinking cans of beers and ciders from other breweries, due to the convenience factor.

"Our local customers made it pretty clear to us it was time to stick it in a can so they could take it with them," he said.

One brewery that won't be jumping onto the canned-wagon is Coopers Brewery, which has built its success on ales that go through a secondary fermentation in the bottle. "Historically we've been a bottle-based business, and bottles support our premium brand and positioning," says Sales and Marketing Director, Cam Pearce.

"That's not to say that cans still don't have their place," he says, adding that cans currently represent five per cent of Coopers' packaged volume.

Pearce sees the upswing in cans as part of the beer category's continued diversification into different beer styles, container sizes and pack formats.

"It's certainly on the radar and we're aware of it. I think it's all part of the enormous amount of activity that we're seeing in the beer category as consumers increase their knowledge and experiment with different beers and even flavours," he says.

Even without cans being a priority for Coopers, its existing canned products - such as Dr Tim's Traditional Ale, Coopers Lager and Coopers Mild Ale - are in growth. The latter is up 18 per cent year-on-year, versus three per cent growth in bottles.

"We expect our canned volume to increase, but it's not an accelerated strategy or anything like that. It'll happen in an organic and staged way," says Pearce.

Sydney's Endeavour Vintage Beer Company has always positioned itself as a premium producer, but co-founder Ben Kooyman believes that no longer

precludes a move into cans.

"We're considering it," he says. "There's a real wave of craft beer consumers going for cans, because they appreciate that it is great for beer quality. It's not seen as a 'bogan' vessel anymore."

"We see cans as fitting a great number of occasions where bottles don't fit," Kooyman adds. "We've done events where people have asked us to set up a 'can bar', such as at sporting fields. I think cans can be great for certain occasions."

In Canberra, BentSpoke Brewery is preparing to launch The Cannery, a packaging facility that will enable wider distribution of its beers for the first time in the brewery's 18-month history. Founder Richard Watkins says the decision to can instead of bottle was an easy one.

"Advances in can technology over the past decade have been fantastic", he says. As well as the aforementioned benefits for beer quality, Watkins points out that cans chill down faster. "You can recycle almost 100 per cent of a can too, so it really was an easy choice," he says.

And in WA, Margaret River's Cheeky Monkey Brewery has recently introduced cans, after finding that bottles were problematic for its beers.

"Until recently, we only had a bottled product and as our beer is brewed naturally using Margaret River rain water with no preservatives it is very susceptible to damage from light and oxygen," says Head Brewer Ross Terlick.

"The new cans will solve that issue and we will know that customers are having the same product at home that they can enjoy at the brewery. This is the reason that serious craft breweries are turning to cans."

Liqueurs

WHEN YOU THINK OF SOMETHING SWEET; CHOCOLATE, CANDY AND CAKE ARE USUALLY THE FIRST THINGS THAT SPRING TO MIND, PROBABLY NOT MONKS. THERE IS, HOWEVER, A CONNECTION BETWEEN THE TWO. 13TH CENTURY EUROPEAN MONKS SET OUT TO CREATE A HERBAL MEDICINE, BUT CAME OUT THE OTHER SIDE WITH THE CONCOCTION WE WOULD EVENTUALLY CALL A LIQUEUR, CORDIAL OR SCHNAPPS. RECIPES FOR DIFFERENT LIQUEURS HAVE BEEN FOUND ON ANCIENT EGYPTIAN TOMBS AND GREEK SCROLLS, AMONG OTHER PLACES.

NOT TO BE MISTAKEN FOR 'LIQUOR', liqueurs are generally sweet spirits that have a much lower percentage of alcohol compared to liquors. That said, alcohol content is not a deciding factor when attempting to differentiate between the two drinks, but sugar content is.

The versatile drink is generally made up of a combination of sugar and spices, various oils, extracts, creams, fruit and herbs that tend to hide the alcoholic flavour of the spirit. Most liqueurs are not aged for very long after distillation, although some will rest during production to achieve a more intense mix of flavours.

Liqueurs can be enjoyed neat, over ice or mixed with anything from soft drink to coffee. A small (or large) amount of liqueur can really amp up the flavour of your cocktails, whether it be the base of your creation or just a dash floating on top.

Here's our pick of ten cocktails perfect for summer and Christmas that use a number of the most well known liqueur brands, such as Galliano, Midori, Cointreau, Disaronno, Licor 43, Tia Maria and Fireball Whisky.



Special thanks to Archie Rose Distilling Co. and resident ambassador and bartender Lachie Beange for their help in creating these cocktails.



Galliano

Galliano has been the pride and joy of Italian liqueurs since 1896. Well known in Australia for its Black and White Sambuca, Galliano also has a range of flavours perfect for any cocktail or highball, including Vanilla, Amaretto, L'Autentico and the world's first Ristretto Liqueur. What makes Galliano so versatile is the some 30 exotic herbs, spices and plant extracts used in its recipe. Distributed by Beam Suntory.



Midori

Coined the original melon liqueur, Midori – meaning “green” in Japanese – took seven years to develop by Suntory founder, Shinjiro Torii. A recipe that relied only on the natural sugars and juices of Japanese melons to create the unique flavour Midori Liqueur is famous for; the rich and succulent flavour of the yubari melon and the fresh and vibrant taste of the musk melon, which make it one of the world's most versatile liqueurs. Distributed by Beam Suntory.



Licor 43

Licor 43 is one of the oldest and most famous Spanish liqueurs, dating back to 209BC. The name itself nods to the 43 ingredients used in its original recipe; a blend of fruits, herbs and spices from the Mediterranean basin. Today, citrus fruits are infused with select botanicals, creating a liqueur with citrus essences, a delicate vanilla touch and a hint of caramel. Distributed by Spirits Platform.



Fireball Whisky

Rumor has it that Fireball Whisky was forged some time in the mid-80s, during the coldest winter Canada had ever seen, when a mixologist turned mad scientist accidentally created a permanent solution to frostbite. The whisky liqueur is a unique blend of Canadian whisky and natural cinnamon flavours that are famously paired with apple juice. Fireball Whisky can also be mixed with other fruit flavours, such as cherry, lime and pineapple, as well as Fever-Tree Ginger Ale or Soda Water. Distributed by SouthTrade International.

MIDORI Summer Splash

Makes approx. four drinks

Glass: 1.2L Jug

Garnish: Watermelon wedges or mint sprig

Ingredients:

180ml MIDORI
160ml Dry white wine
120ml Fever-Tree Lemonade
30ml Fresh lemon juice
12 2cm Watermelon chunks
10 to 12 Mint leaves

Method: Muddle fruit in a 1.2L jug, add remaining ingredients with ice and stir vigorously.





Harvey Wallbanger

Serves one drink

Ingredients:

15ml Galliano L'Autentico
30ml Vodka
Orange juice

Glass: Highball

Method: Pour the Galliano L'Autentico and vodka into a highball glass, top with orange juice and stir.

Garnish: Orange wedge



Spiced Vanilla Mojito

Serves one drink

Ingredients:

15ml Galliano Vanilla
45ml White rum
15ml Ginger beer
30ml Fresh lime juice
7 Mint leaves

Glass: Highball

Method: Pour ingredients into a highball glass and stir.

Garnish: Mint sprig



Mr. Galliano
LIVORNO 1896

GALLIANO

RISTRETTO MARTINI

25ml Galliano Ristretto Liqueur
25ml Jim Beam White
10ml Bartender Agave Syrup
60ml Fresh Espresso Coffee
1 x pinch of sea-salt

Chill down your cocktail/coupe glass
Shake all ingredients and salt with ice
Strain into a chilled cocktail glass/coupe
Garnish with coffee beans

Draw the line?
DRINK RESPONSIBLY

GALLIANO.COM

HUNK HIGHBALL

INGREDIENTS

30ml Galliano White Sambuca
Apple juice
Wedge of Lemon

METHOD

Add Galliano White Sambuca to a highball glass. Fill glass with ice and top with apple juice. Stir and garnish with a lemon wedge.



AMARETTO SOUR

INGREDIENTS

45ml Galliano Amaretto Liqueur
30ml Fresh lemon juice
15ml Sugar syrup

METHOD

Add ice and ingredients to cocktail shaker; shake until chilled. Strain into a rocks glass filled with ice. Garnish with either a fresh cherry or a lemon peel.



BLACK PASTIS

INGREDIENTS

30ml Galliano Black Sambuca
Soda water
Slice of lemon

METHOD

Add Galliano Black Sambuca to a highball glass. Fill the glass with ice and top with soda water. Stir and garnish with a lemon slice.



Draw the line?
DRINK RESPONSIBLY



FOR THOSE
WHO CAN'T
HANDLE BIG
PACKAGES



**200ML & 50ML FIREBALL
NOW AVAILABLE**

Distributed by SouthTrade International

For all sales enquiries contact (02) 8080 9150

info@southtradeint.com.au

Japanese Slipper

Serves one drink

Ingredients:

30ml Midori Melon Liqueur
30ml Cointreau
30ml Lemon juice

Glass: Cocktail/martini

Method: Shake all ingredients and strain into a martini glass.

Garnish: Maraschino cherry



Midori Mistletoe

Serves one drink

Ingredients:

60ml Midori Melon Liqueur
30ml Fresh lime juice
90ml Ginger ale
6-8 Mint leaves

Glass: Tall glass

Method: Shake all ingredients except the ginger ale. Pour over ice in a tall glass. Add ginger ale and stir.

Garnish: Mint sprig



Ibiza 43

Serves one drink

Ingredients:

30ml Licor 43
90ml Pineapple juice

Glass: Highball

Method: Build ingredients in a highball glass over ice and stir.

Garnish: Pineapple leaf



Mozart Dry Espresso

Serves one drink

Ingredients:

30ml Mozart Dry
15ml Tia Maria
30ml Espresso coffee
15ml Sugar syrup

Glass: Coupette

Method: Shake all ingredients with ice and fine strain into a chilled coupette glass.

Garnish: 3 Coffee beans



PIONEERS OF THE PREMIUM MIXER DRINK CATEGORY WORLDWIDE

Fever-Tree products are specifically designed for mixed drinks, created to enhance the aromas of the spirits they are intended to mix with.



Tim negotiating with
Cochin Ginger producers



Tim Warrillow removing bark
from Cinchona tree

FEVER-TREE

PREMIUM NATURAL MIXERS

Distributed by SouthTrade International

For all sales enquiries contact (02) 8080 9150 or info@fever-tree.com.au

Cointreau Fizz Strawberry and Mint

Serves one drink

Ingredients:

50ml Cointreau
15ml Fresh lime juice
4-5 Fresh strawberries
3 Mint leaves
50ml Fever-Tree Soda Water

Glass: Wine glass

Method: In a Boston shaker, muddle the strawberries and add mint, Cointreau, lime juice and ice. Shake and strain into a wine glass over ice and top with Fever-Tree Soda Water.

Garnish: Mint sprig and fresh strawberry slice



Disaronno Sour

Serves one drink

Ingredients:

60ml Disaronno
30ml Lemon juice
1 Dash of egg white

Glass: Rocks

Method: Shake all ingredients with ice and strain into an ice filled rocks glass.

Garnish: Lemon slice and a cherry



Foxy Balls

Serves one drink

Ingredients:

30ml Fireball Whisky
15ml Cherry flavoured liqueur
Peychaud's Bitters
Fever-Tree Ginger Ale

Glass: Tall glass

Method: Pour Fireball Whisky, cherry flavoured liqueur and Peychaud's bitters into a tall glass and top with Fever-Tree Ginger Ale.

Garnish: Cherry



Apple Pie

Serves one drink

Ingredients:

30ml Fireball Whisky
Cloudy apple juice
Fever-Tree Soda Water

Glass: Tall glass

Method: Pour Fireball Whisky into a tall glass and top with 50/50 cloudy apple juice and Fever-Tree Soda Water.

Garnish: Apple fan



William Grant's vision was to
"make the best dram in the valley".



Five generations later, his vision is a reality.



WILLIAM GRANT & SONS
INDEPENDENT FAMILY DISTILLERS SINCE 1887

For further information, please contact (02) 9409 5100

PLEASE DRINK RESPONSIBLY



WHAT'S A HEALTH ARTICLE Doing in an Alcohol Magazine?

When I was first approached to write a health and fitness article for an alcohol magazine, my first thought was "here's a challenge". I imagined readers double checking the front cover to make sure they were still holding the same magazine they'd just picked up and that someone hadn't played a trick on them by gluing a men's health article inside a publication that's essentially all about beer, wine and spirits.

To understand the reason behind how I've come to appear before you, first, I have to start by telling you my back-story. By John Field, Field Goals Fitness



My name is John Field. Over the past seven years I have developed my own fitness business - Field Goals Fitness. And my main focus is health and fitness within the corporate world.

Before I began my own business back in 2008, I spent 14 years in the alcohol industry on both sides of the bar. From my days at TGI Friday's in the UK, to working for Diageo and Bacardi back here in Australia, I've had

the pleasure of working alongside some of the world's best bartenders as well as the world's best brands. It's fair to say that I look back on those days as some of the fondest memories of my working career and they have well and truly made me who I am today.

And this is where I'll attempt to gel the two industries together - the fitness and the alcohol industry. It's a stretch, I know, but I'm hoping that as you read on you'll start to gain an appreciation for where I'm heading with this.

Over those 14 years in the alcohol industry, the environment I was in dictated a great deal of my behaviour (at this point I'm really not telling you anything new). Social events such as product launches, industry nights, awards nights, tasting nights (sometimes tasting afternoons)... the industry demands a lot and if you're anything like me, every day was a joy to go to work. I loved my job! And I didn't really pay much attention to it at the time, but I was drinking almost every day.

My own story is the reason I'm writing this article. Over those 14 years, I managed to put on 19kgs. I didn't really notice it at the time, but every now and then, someone would make a slide remark and I'd think to myself "yeah I've probably put on a few kilos, but so what?"

The thought of changing my diet back then was not on the radar. Not even close.

It took a change in environment (for me, that was changing my job and moving interstate at the same time) to notice a change in my behaviour. When I left the alcohol industry, the social events pretty much stopped and drinking mid-week became a rare occasion. As a result, my eating habits started to change. I ate less take-away food and started to cook more at home. The result...my weight started to come down.

Now I know what you're thinking. "Who is this guy from the fun police and why is he telling me sh** I already knew?"

The answer is simple. In this big beautiful country of ours, per capita, we are the sickest and fattest country in the world. We may have come second in the Rugby World Cup, but we firmly sit on the top podium when it comes to being overweight or obese.

Now I enjoy a Hendrick's and tonic, a boutique beer or a Ron Zacapa just as much as the next man, and I have certainly had my share. I'm not here to say alcohol is the devil. On the contrary, having a drink with your mates is, to a large extent, socially ingrained in all of us.

My goal in the coming publications is to provide thought provoking articles to get you thinking about what you can do to look after your health, while still enjoying a glass of Champagne at Christmas or a Fifty Lashes at the pub.

I'd love to hear your thoughts and feedback on this article. Especially if there's a question you'd like answered. I'd be keen to print your question and answer it in next months issue.

Here's to your health!

You can contact John at fieldgoals.pt@gmail.com

Why Glassware Is so Important

From white wine to dark beer, there's a glass to cater for every occasion and consumers' growing understanding that every style of drink has its own delicate balance of characteristics, is leading them to also expect the right glass for the right occasion.

BEER AND CIDER COMES IN GLASS ALREADY

That's true for your bottled beer and cider selection and, traditionally, we've been encouraged to serve both in that nicely branded vessel; it saves on the glass washer after all. That however, is not the most important factor here. Extensive sensory testing – carried out by world-renowned beer glass brand Spiegelau – clearly shows that beer smells and tastes better when served in the right glass.

"Around 70 per cent of flavour in food and drink is care of your olfactory [system] – or your sense of smell. Serving beer from in the bottle means not only that your customer will miss out on most of the flavour, but also all of your beer's carbonation goes straight down into their belly, causing the infamous beer bloat."

Additionally, the concept that a beer with a strong head is a poorly poured drink is not true. The correctly poured beer, into the correct glass, will provide you with a perfectly layered aromatic profile, allowing for a decent head as well as some headspace above the surface of your beer – that's so you can stick your nose in and have a good smell.

WINE

The glass is crucial when serving still and sparkling wine. Choosing a good selection to compliment the list you have can be as simple as five glasses. A riesling, chardonnay, cabernet, shiraz and pinot noir glass will cover still wine, while the sparkling debate rages a little stronger. To be avoided are the coupe style glasses, which in turn lead us to Champagne flutes.

There are many slight variations, but flutes and tulip-shaped glasses are the ideal receptacles. The much narrower flute traps much more of the bubble in the wine, releasing it far more slowly, ensuring the Champagne retains its fizz for longer. Too narrow and the aroma of the

Champenois are starting to serve their sparklers in white wine glasses as the larger surface areas give more aromas, complexity and a creamier texture.

Champagne, often a highlight, has nowhere to go, which is why the tulip-shaped glass has advantages. You can even go with a standard white wine glass if absolutely necessary. What is key, is that the opening is not quite as wide as the bowl of the glass as this assists in concentrating the aromas of the wine.

Famous glassmaker, Georg Riedel, has been quoted in 'Drinks Business' as noting that the "Champenois are starting to serve their sparklers in white wine glasses as the larger surface areas give more aromas, complexity and a creamier texture". This view is reflected in the glasses the producer offers for Champagne and other sparkling wines. The head of the House of Taittinger, Pierre-Emmanuel Taittinger, has expressed a slightly different

view however, seeing the move to wine glasses from traditional flutes as a conflict with marketers.

GLASS SHAPE IS EVERYTHING

Why? The shape of your glass also affects the way that the liquid hits your palate. The wrong shaped glass can make your drink taste thin or sour and affect flavour and, in the case of sparkling wines and beer, affect effervescence. The multitude of



different characteristics is as varied as there are styles of liquid and the correct glass will balance these to highlight its best characteristics.

PRESENTATION AND CARE

Firstly, make sure that your glasses are sparklingly clean – any residual dirt, oil or detergent will affect the head retention (for beer) and, in turn, the flavour. Wash your glasses with warm water and a small amount of detergent, before cleaning with a cloth, rinsing with cool water and wiping dry with a clean cloth to avoid finger print marks.

Polishing the glasses over a source of steam with a cotton cloth is another way of ensuring your glasses will be in prime condition. Be careful of glasses that have been stored away in a box for too long as they can develop an unpleasant mustiness. If you intend to use

glasses which have been in long-term storage in a box, again, rinse thoroughly in hot water.

THINGS TO LOOK FOR WHEN SELECTING YOUR GLASSWARE

The glass should be perfectly clear; the clarity of a glass allows you to see the contents. Secondly, check that your glassware is smooth and fine around the rim; you should feel a consistent and even thickness.

Finally, look for a balance in the design of your glassware. Look for 'one-piece' stemware; this is when the bowl and the stem are made of one piece of glass, creating beautiful and elegant shapes while maintaining a very strong form. Your glassware should be sturdy as well as beautiful.



INVIVO WINES

What Makes This One of New Zealand's Fastest Growing Wine Companies?

Invivo Wines is one of New Zealand's fastest-growing wine brands. In just the short space of four years, the company has seen a 207 per cent increase in sales. But why? What have co-founders Rob Cameron and Tim Lightbourne done differently to other wine companies out there? By [Hannah Sparks](#)

Their story begins with a conversation that took place in London in 2006. Friends from high school, by this time Rob was working as a winemaker in Europe and Tim was in the UK putting his marketing degree to use with a number of large companies, including L'Oreal.

Just like where many great ideas are formed, Rob and Tim were at a local pub in London, discussing the potential of setting up their own business. Rob knew that the wine industry back in New Zealand was about to take off and that with Tim's support it would be a good time to launch their own wine brand. The rest is history as some may say...

Back in NZ, Rob formed several partnerships with

growers and the two took out a lease on a winery in Blenheim.

"Rob also built a winery just north of Auckland for Invivo and then in 2008 we launched our first wine", Tim told *drinks* trade.

The first wine Rob and Tim produced was the Invivo Marlborough Sauvignon Blanc, which is still at the core of their portfolio today. But at the time of its launch, Rob and Tim couldn't be sure it would sell so well.

"At the same time as the release, New Zealand was experiencing its largest ever harvest of sauvignon blanc and it was the start of the GFC", Tim explained. "And no one knew us in the wine industry, because Rob had been making wine in Europe. So there we were - we

had one sauvignon blanc to sell and couldn't have picked a worse time to launch [laughs]."

But Rob and Tim persevered, they put all of their own savings into the company and slept on friends' couches while they built the company up and waited for the market to turn around...

A lot changed in the three years after, and in 2011 Rob and Tim were invited to the Export NZ Auckland Awards, where they picked up the trophy for Emerging Exporter of the Year. Then in 2012, Invivo was listed as number 24 in Deloitte's Fast 50 New Zealand Companies and in 2013, Rob and Tim's sauvignon blanc was named Champion Sauvignon Blanc at the inaugural Marlborough Wine Show and Champion Sauvignon Blanc at IWSC Asia. Invivo now had a number of awards to show, plus significant support from the wine industry and burgeoning art scene. In fact, it was a collaborating designer, Zambesi, who designed the label for the wines.

Invivo had grown faster than anyone had expected it to organically and Rob and Tim soon needed to generate additional capital to support the business. So in 2014, the guys launched New Zealand's first wine equity crowdfunding campaign.

"We had seen some great examples of equity crowdfunding in the UK, where a lot of wineries and craft brewers had successfully raised funds for their brands using the concept, so I followed their model", Tim said.

"Our maximum target was \$2 million, which had never been done in New Zealand before under equity crowdfunding. However, initially we had to raise \$500,000 as a minimum or give all of the money back. We weren't sure we were even going to get the \$500,000, so Rob and I went around the country

The Invivo label was inspired by the face of a ship's compass-rose, representing the varied wine regions in New Zealand used to create Invivo Wines.



pitching the brand...By the end of the first day we had already hit \$1.1million and within one week we had closed it at the maximum \$2million mark!"

The concept behind Invivo Wines is to create wine that simply tastes like...well, wine ("not gooseberries, leather, freshly cut grass or whatever the current mumbo jumbo is" according to their website). And it is this exact approach that has gained them so much interest.

"It's not complicated", Tim said. "We don't try to baffle people with wine snob speak."

In another exciting development for Invivo and in the same year as Rob and Tim launched their crowdfunding campaign, UK TV star Graham Norton came on as a shareholder of the brand and hands-on winemaker.

"We were watching Graham on TV and realised that he has a glass of wine next to him in every show. So I rang the producers up and said that we were keen for Graham to review our wine. They agreed and it turned out he actually quite liked it. So we asked if we could be the official wine supplier for the show and again they said yes", Tim explained.

"Then last year we approached Graham to see if he would be interested in making a wine with us. Graham was happy to, but said that we would have to make the wine in the UK and that it needed to be fun and creative. So we came up with the idea to take some grapes from New Zealand and fly them up to London, and get Graham to actually press the grapes on TV. We'd then collect the juice and send it back to New Zealand to make the wine."

The 2014 Graham Norton Sauvignon Blanc was a sell-out

success and the 2015 has just been released to market, including in Australia for the first time.

As Invivo continues to expand, Rob and Tim will be looking to bring on additional help from markets outside of New Zealand. Invivo currently has some distribution in New South Wales, Queensland and Victoria, as well as distribution nationwide of its Scarlett's Spritzers through Red Island, but Rob and Tim are hoping to secure distribution of all of their wines nationwide.

Proving their commitment to this market, Invivo recently appointed Mark Boardman as full-time International Sales Manager, based in Adelaide, to help expand their distribution network. Rob and Tim also say they know the work doesn't stop there.

"We're a very proactive company and we understand that even once the wine is on shelves, the job's not done. We are therefore always looking at ways to help the distributors and retailers we partner with sell the wine", Tim said.

"We've got the giant red chair that Graham Norton sits on the show making its way around New

Zealand at the moment. Our key retailers have been displaying the Graham Norton Sauvignon Blanc around the chair and consumers can win it by telling us their best story. So it's been a really fun in-store promotion and the kind of promotion we'd also like to run in Australia."

If you are interested in speaking with Invivo Wines, you can contact Mark Boardman on 0414 774 085 or at Mark@invivowines.com

"For us, distribution is about quality, not quantity of market. We don't want to be in 50 countries, but selling only one pallet to each of them. We want to be ranged 80-90 per cent in each of our lead markets."

"The next few years are going to about being available in all the right places", Tim added.



Invivo has sites in Marlborough and Central Otago



Left to Right: Graham Norton, Rob Cameron and Tim Lightbourne

You can read about the 2015 Graham Norton Sauvignon Blanc online at www.drinksbulletin.com.au

KEEPING IT FRESH

It is estimated that the New Zealand wine industry has a turnover of over \$2 billion per annum with \$1.47 billion of this coming from export earnings. Combine this with significant investment in wineries, vineyards and plant and equipment and it becomes clear that the industry plays an important part in the well being of the New Zealand economy. By Ashley Pini

The Coriolis/NZ Government report of July 2014, 'What does Asia want for dinner? A drink', says that the New Zealand wine industry is "still too much of a 'one-trick-pony' with an over-reliance on Marlborough sauvignon blanc; need to diversify." Recent results in competitions such as the International Wine and Spirit Competition (IWSC) in London point to that being a thing of the past, and that indeed, now New Zealand can lay claim to world class wines across a broad range of styles, from pinot gris to chardonnay, shiraz and the favourite children - pinot noir and sauvignon blanc.

New Zealand winemakers are picking up the mantle, on both the small(er) and large scale, and the results speak for themselves. When looking to the future there's a clear direction post Marlborough sauvignon blanc, while not forgetting that it remains the number one selling wine export and deserves to lead the pack. When asked what he sees as the future for New Zealand Wines, Patrick Materman, Chief Winemaker for Pernod Ricard New Zealand said, "we are exploring new and exciting expressions of sauvignon blanc which we think will really impress connoisseurs of Marlborough sauvignon blanc. This includes wild fermented wines such as Stoneleigh Wild Valley, naturally lighter alcohol wines such as Brancott Estate Flight and sub-regional expressions such as Brancott Estate Terroir Series. We are also seeing other varietals coming through as winemakers explore how the distinctive Marlborough flavours express themselves through other varietals. This includes well-known wines such as rosé, as well as some lesser known, but really interesting varietals like sauvignon gris."

Delegat, the maker of Oyster Bay - Australia's number one selling

bottled wine by value (Aztec Liquor Scan, MAT to October 2015) - has recently launched Oyster Bay's Hawke's Bay Pinot Gris, extending the brand's already hugely successful sauvignon blanc, chardonnay, pinot noir and merlot lines.

"The pinot gris category represents a significant opportunity, currently in strong growth and being driven by the premium segment, sparked by younger consumers with a thirst for elegant, aromatic and refreshing wine styles", said Jonas Steen, Delegat's Senior Brand Manager. And when asked specifically on what New Zealand wines offer the Australian retailer, Steen said, "consistent high quality and versatility. New Zealand wines suit everyday enjoyment, either on their own or paired well with an array of foods. The style is aromatic, crisp and elegant. 'Fresh and clean' is an important foundation for the New Zealand wine industry, with a unified drive towards sustainable winegrowing. It also relates to the flavours of our wines, which of course come from our unique maritime influenced climate and soils".

A view supported by Villa Maria Chief Winemaker, Nick Picone: "New Zealand continues to excel with its unique sauvignon blanc. Sub-regionality, alternative methods of production, organic, lighter alcohol and sparkling offerings are adding genuine diversity and interest to the popular category. Rosé is the fastest growing category in New Zealand and is now taken seriously by producers. And the light-alcohol category is gaining traction at a rapid rate of knots; New Zealand is fast making ground to lead this category in terms of quality. From a niche perspective, there are some exciting albarino wines emerging, which display the great potential the variety has in New Zealand. Truly exciting times!"



"2015 was at times a somewhat challenging vintage in the north island with highlights in pockets, but was acknowledged as superb for the Marlborough region in particular; naturally low yields compared with the previous vintage and drought-like conditions ensured optimum ripeness and flavour concentration was achieved with fruit harvested in beautifully clean condition." - Villa Maria Chief Winemaker, Nick Picone.



"2015 vintage in Marlborough was one of the best on record. The weather worked in the winemaker's favour throughout the entire season. A cool start moderated crop levels and was followed by a warm, dry ripening season which resulted in exceptional quality fruit with fantastic, concentrated flavours. The warm season also accelerated ripening so all fruit was picked at optimum ripeness. The resulting wines all have pure, bright flavours and beautiful palate weight." - Chief Winemaker for Pernod Ricard New Zealand, Patrick Materman.

New Zealand Vintage Report 2015

A lower yield and a quality vintage points to increased value growth and new plantings coming online: 2015 New Zealand Winegrowers Vintage Report.

Nationally, the 2015 harvest of 326,000 tonnes was down 27 per cent on 2014. Despite the challenges and the variations in yield, the quality of the harvest was good to high across the entire country, which bodes very well for 2015 wines. As a result of the smaller 2015 harvest, growers' income will be lower. Export volume growth will be constrained in the year ahead and, wineries will draw down on vintage 2014 inventory to meet demand.

Bulk wine prices, which declined in vintage 2014, have already risen. With the supply of vintage 2015 wines tight, wineries will be seeking value growth, rather than volume growth over 2015/16. Going into vintage 2016, winery inventories are likely to be at least as low as those going into vintage 2014. In terms of future supply, there has been a strong trend towards new plantings over the last two years and an increase of 700 hectares of producing area is forecast over the next two years. We see these plantings continuing as strong sales in growth markets fuel demand for increased production of key export styles.



GGP: Lifestyle Wines Research Programme

LOWER ALCOHOL AND LOWER CALORIE WINE - THE FUTURE FOR NEW ZEALAND

Sometimes referred to as 'Lifestyle Wines', the growing interest in health and wellbeing cannot be ignored, and wine is certainly not immune to the dangers of being left behind. The New Zealand wine industry has become particularly interested in the category with the launch of the 'Lifestyle Wines Partnership Programme', which aims to position New Zealand as the world's top producer of high quality, lower alcohol and lower calorie wines.

The 'Lifestyle Wines Partnership Programme' - a research programme led by New Zealand Winegrowers and co-funded under the Ministry for Primary Industries' Primary Growth Partnership (PGP) - is designed to position New Zealand as number one in the world for high-quality, lower alcohol and lower calorie wines.

The seven-year programme aims to capitalise on market-led opportunities domestically and internationally, using applied research and development to provide innovative natural techniques to employ in vineyards and wineries. The research will focus on natural production using sustainable viticultural techniques and native yeasts, providing wineries with a point of difference to existing processing methods and other products on the market.

The research programme, which has enlisted co-investment from a wide range of wine companies, aims to deliver economic benefits of \$285 million a year by the end of 2023.

NEW ZEALAND WINE INDUSTRY WELCOMES NEW REGISTRATION SYSTEM FOR WINE REGIONS

The introduction of a bill by Minister of Commerce and Consumer Affairs, Paul Goldsmith, enabling geographical indications (GIs) for wines and spirits to be registered in New Zealand has been warmly welcomed by New Zealand Winegrowers.

"The Geographical Indications (Wine and Spirits) Registration Amendment Bill will be a significant advance for the New Zealand wine industry," said New Zealand Winegrowers CEO, Philip Gregan. "Our 'Geographical Indications' - the names and places where our wines come from - are at the very heart of the New Zealand wine story and this bill provides an additional level of protection for them."

"The registration system established by the bill will be world class, providing a solid platform for New Zealand wine producers to promote our wines and regions in international markets. We would like to thank the Government for making this commitment to the long-term future success and growth of the New Zealand wine industry."



NEW ZEALAND WINES SHINE AT LONDON'S INTERNATIONAL WINE AND SPIRITS COMPETITION

New Zealand wines picked up a record number of top awards at the IWSC in the UK this year. The prestigious Pinot Noir and Sauvignon Blanc Trophies were picked up by The Crown Range Cellar Signature Selection Grant Taylor Central Otago Pinot Noir 2013 and Rapaura Springs Marlborough Sauvignon Blanc 2015 respectively, alongside 20 gold medals across one of the widest spreads of styles and varieties ever seen from New Zealand at the competition.



Established in 1969, IWSC was the first competition of its kind; set up to seek out, reward and promote the world's best wines, spirits and liqueurs. Now in its 46th year, what sets IWSC apart is its formidable reputation for its judging process. Industry experts comprising Masters of Wine, buyers, sommeliers, WSET qualified educators and respected wine journalists make up the judging panels of each class and every single wine is assessed on its own merits within the context of its class.

"The standard of New Zealand wines entered into this year's competition was extremely high," commented New Zealand-based wine writer and judge, Jo Burzynska, who was also a New Zealand panel Chair at IWSC this year. "It was also great to see such a range of varieties winning top awards, as well as some exciting diversity in the sauvignon blanc classes that saw a number of complex older barrel fermented sauvignon blancs rewarded."

"The regional and stylistic diversity of New Zealand sauvignon blanc is gaining international acclaim," said Chris Yorke, Global Marketing Director, New Zealand Winegrowers. "This will be a core theme at the upcoming inaugural International Sauvignon Blanc Celebration in Marlborough, 1-3 February 2016".

Historically, you would expect to see New Zealand put in a strong performance with sauvignon blanc and pinot noir wines, however top awards this year marked a shift in the traditional stronghold of New Zealand's favourite duo, with medals spanning sauvignon gris to syrah, pinot gris to gewürztraminer, as well as a number of older barrel fermented sauvignon blancs.



EST. 1905

ANTHONY JOSEPH

VIDAL
of HAWKES BAY

DOUBLE TROPHY WINNING WINE

**Vidal Marlborough
Sauvignon Blanc 2015**

“Exquisitely fresh, spellbinding seams of tangy grapefruit
twist & squeeze through pristine grassy tones.” *Judges comment*

SAUVIGNON BLANC TROPHY
NEW ZEALAND INTERNATIONAL WINE SHOW 2015

INTERNATIONAL SAUVIGNON BLANC TROPHY
DECANTER ASIA WINE AWARDS 2015

PURE GOLD
AIR NEW ZEALAND WINE AWARDS 2015



Fine Wine Partners | 1300 668 712 | orders@finewinepartners.com.au

HAWKES BAY HERITAGE • CLASSIC STYLE

VIDAL.CO.NZ

Pinot Noir

Mornington Peninsula, Yarra Valley and Tasmania continue to be heralded as the three regions that are making the best pinot noir, according to the results of the Tasting Bench in this issue.



BEN MOECHTAR

Many will know Ben Moechtar for his record of achievements, including being named Dux of the inaugural Court of Master Sommeliers 'Certified Sommelier' course (Australia). Ben was also the first President of Sommeliers in Australia and has a career in wine spanning 25 years. Today, Ben owns and operates Delicado Foods and Delicado Wines in Sydney.



KEN GARGETT

Ken Gargett is a former lawyer, winner of the Vin de Champagne Awards (which he credits as being a 'long time ago') and freelance wine writer. He also dabbles in the world of writing on his favourite topics, including spirits, cigars, travel and fishing.



TRAVIS FULLER

Travis Fuller is the Marketing Manager for Accolade Wines. His passion for wine began while studying at university, where he discovered the wonder of the Hunter Valley. Today, Travis has over 20 years of experience in the wine industry, including working for the largest premium wine producer, Southcorp Wines, and has been a senior wine show judge across Australia and the world over.



SHARYN FOULIS

The main reason Sharyn gets out of bed in the morning is to make sure more people drink great wine. She is passionate about wine retail and great customer service. Sharyn has worked in Sydney wine retail since 2002 and with Dan Murphy's since 2005, where she has been a Fine Wine Specialist and more recently a Drinks Training Specialist. Sharyn is a member of the Dan Murphy's Wine Panel and her show experience includes associate judging at the National Wine Show, Australian High Altitude Wine Show and the Boutique Wine Awards.



ALISON EISERMANN

Alison Eisermann MW joined the wine industry 25 years ago and has a background in biochemistry, viticulture, winemaking and wine education. Alison has judged on tasting panels and at regional, national and international wine shows for 20 years, including as Panel Chair at IWC, London for the past ten. Alison is also widely affiliated with wine education, including the Sydney Wine Academy. Currently, Alison is planting her own small vineyard in Tasmania and working in various roles with the Institute of Masters of Wine.



New Zealand producers are also making some fine and complex pinot noirs, particularly those in the regions of Central Otago and Marlborough. While back in Australia, pinots from Adelaide Hills, Geelong, Great Southern and Porongurup in WA were among the top rated by the bench. It is worth noting that Gippsland also makes great pinot, although not represented in this tasting.

The names of these regions will not come as a surprise to many however, each well known for their production of pinot. Pinot grapes are often considered the most difficult to grow. They need warm days and cool nights, which is why the southern regions of Australia and notably the cooler climates of New Zealand do so well with this varietal.

2013 and 2014 were great years for pinot in both Australia and NZ, and while a couple of wineries are rolling out pinots from this year's vintage into trade, many are still putting forward their bottles from these former years. Stoneleigh, d'Arenberg, Dawson James, Willow Creek, Kooyong Estate and Abbey Creek are the bench's pick of the 2013s, which are all showing complexity in flavour and great length two years on. The pick of the 2014s are from Squealing Pig, Mud House, Moorilla, Hardys, Bay of Fires, In Dreams, Montalto, Lethbridge and Byron & Harold.

St Huberts and Devil's Corner are the bench's 2015 favourites. Both have those lovely varietal characteristics of strawberry and raspberry flavours and structured tannins. (See judge's personal favourites on page 46)

The price for pinot generally tends to reflect the difficulty of making this wine. You're looking at about \$25 RRP for a pinot with some complexity in flavour and those silky tannins everyone loves in this varietal. The top pinots our bench has picked sell for between \$25 and \$68, but you can be confident in the quality at the \$30 mark.

Ken Gargett said it was terrific to see so many examples that are great value and so many excellent pinots from different regions across Australia.

These pinots have strawberry and raspberry, and even dark fruit flavours with notes of earth, spice and subtle oak. They all have plush, silky tannins and that wonderful dry pinot finish.





Squealing Pig Central Otago Pinot Noir 2014 (Central Otago)

Distributed by: Treasury Wine Estates

RRP: \$25.99

Ripe fruit framed nicely by spicy oak. Fine tannin with an appealing mouthfeel. An elegant and attractive wine that finishes tight, fresh and vibrant.



Brancott Estate Letter Series "T" Pinot Noir 2012 (Marlborough)

Distributed by: Pernod Ricard Australia

RRP: \$27.99

An appealing wine showing the benefits of age. Cherry notes and fine spice with a touch of oak on the nose. A complex palate with red fruit, oak, spice and balanced acidity.



Stoneleigh Rapaura Pinot Noir 2013 (Marlborough)

Distributed by: Pernod Ricard Australia

RRP: \$28.99

Notes of vanilla oak, cherry and green apple skin. The palate is fresh and complex with fine, silky tannins. Good length, persistence and intensity. Very appealing.



Mud House Single Vineyard Claim 431 Pinot Noir 2014 (Central Otago)

Distributed by: Accolade Wines

RRP: \$29.99

Almost impenetrable in colour. Notes of red cherry and plum, over a whiff of smoky oak on the nose. Great drive onto a plush, soft palate that has fine tannins and balanced acidity. Elegant and complex, with the potential to age well.



d'Arenberg The Feral Fox Pinot Noir 2013 (Adelaide Hills)

Distributed by: Young & Rasleigh Wine Merchants (ACT), Empire Liquor (SA), NT Wine Sales (NT), The Wine Company (VIC), The Wine Tradition (QLD), Inglewood Wine Merchants (NSW), Off The Vine (WA), David Johnstone & Associates (TAS).

RRP: \$30

A dark fruited and extracted style with ripe cherry, dark plums, violet and vanilla. Good length and persistence. Has all the ingredients in check for further cellaring.



Devil's Corner Pinot Noir 2015 (Tasmania)

Distributed by: Brown Brothers

RRP: \$19.99

A delicate style of wine. The nose has lifted perfumed strawberry, raspberry and fresh herb notes. On the palate, ripe raspberry fruit is held in check by fresh acidity and gentle but firm tannins.



Moorilla Praxis Pinot Noir 2014 [Tasmania]

Distributed by: Moorilla

RRP: \$30

Bright notes of spice, cedar, cherry, strawberry and plums. The palate is rich and concentrated with fine and silky tannins. Simple, clean, fresh and balanced. Good varietal expression and complexity.



Bream Creek Pinot Noir 2011 [Tasmania]

Distributed by: Fesq & Co

RRP: \$39.95

Sappy, stalky notes of red plum, cedar and raspberry, and a hint of spice. A spicy, red-fruited palate with oak. A balanced and persistent wine that is ageing well.



Hardys HRB Pinot Noir 2014 [Tasmania & Yarra Valley]

Distributed by: Accolade Wines

RRP: \$39.99

A complex nose of lifted, fragrant notes of fine spice, leather and red plum. Lovely balance, bright acidity and firm but gentle tannin. A very attractive pinot that is rich, yet elegant.



Bay of Fires Pinot Noir 2014 [Tasmania]

Distributed by: Accolade Wines

RRP: \$42.99

A very unique style of pinot...Smoky, spicy oak and black plum. Beautifully balanced between ripe fruit, oak, tannin and bright acidity. Complex and savoury. No subtlety here!



Dawson James Pinot Noir 2013 [Tasmania]

Distributed by: Dawson James

RRP: \$68

Smoky, earthy notes of coal dust and spicy oak over dark plum. Showing nice complexity. The palate has dark fruit and is earthy, but neither mask nor hide the coal dust. Fine tannin, fresh acidity and complex savoury flavours.



St Huberts The Stag Pinot Noir 2015 (Yarra Valley)

Distributed by: Treasury Wine Estates

RRP: \$23.99

Notes of red cherry, strawberry, subtle oak and a touch of leather. Lean, fresh and balanced by fine acidity and fine-grained tannins. A wine with a likeable personality that sits easily with the crowd.



In Dreams Pinot Noir 2014 [Yarra Valley]

Distributed by: Mezzanine Wine

RRP: \$32.99

Strawberry, light oak, spice and subtle red fruits sit together on a nicely perfumed nose. Flavours of strawberry and raspberry, and elegant, silky tannins. Complex without complication in a light, bright style.



Port Phillip Estate Red Hill Pinot Noir 2012 (Mornington Peninsula)

Distributed by: Young & Rashleigh Wine Merchants (NSW), Bouchon Wines & Spirits (QLD), Wine Solutions Australia (SA), Nelson Wine Co (VIC), Terra Wines (WA).

RRP: \$38

Savoury notes of red cherries, smoky oak and spice. Complexity of flavour on the palate, where the fruit is perfectly balanced by spice, acidity and supple, velvety tannins.



Montalto Pennon Hill Pinot Noir 2014 (Mornington Peninsula)

Distributed by: Fesq & Co

RRP: \$39.95

An interesting wine with great definition. Bright strawberry, raspberry, plum and spicy notes create a sweet and elegant perfume. A complex and balanced palate with some stalky notes. A little savoury and finishes elegant and dry.



Willow Creek Vineyard Pinot Noir 2013 (Mornington Peninsula)

Distributed by: Quality Estate Distributors

RRP: \$40

Some nicely lifted dark plum and cherry fruit aromas, with a touch of dusty and spicy oak. A dark fruited and savoury palate with silky tannins that finishes quite dry. Complex and rich. Good density.



Kooyong Estate Pinot Noir 2013 (Mornington Peninsula)

Distributed by: Negociants Australia

RRP: \$48

A brooding nose of forest fruit and mocha. Concentrated, ripe black fruit on the palate with super silky tannins. Rich but elegant. A very appealing style.



Lethbridge Menage a Noir Pinot 2014 (Geelong)

Distributed by: Fesq & Co

RRP: \$31.95

Notes of bramble fruit and cherry spice. Fine silky tannins and savoury/gamey flavours with a touch of eucalyptus. A very attractive pinot. Complex and concentrated, yet elegant.



Byron & Harold 'The Partners' Pinot Noir 2014 (Great Southern)

Distributed by: Byron & Harold

RRP: \$39.95

Lovely fragrances of strawberry, raspberry and forest floor, with a touch of spice and oak. Silky, fine tannins on a fresh and youthful palate. Elegant strawberry and raspberry flavours and light, smoky oak. A lovely wine that has great varietal character.



2013 Abbey Creek Pinot Noir (Porongurup)

Distributed by: West Aust Liquor and WestOz Wines

RRP: \$35

A gentle aroma of cherry, plum and oak nuances. Ripe flavours of cherry and plum and soft, fine tannins. Good oak choice and integration. A very well-balanced wine.

drinks trade's
Tasting Bench
will be tasting
shiraz
in the
February/March
issue.

Contact hannah@hipmedia.com.au
if you would like more information
or to enter your wine.

For all tasting notes head to
www.drinkstrade.com.au



How much do you pay for a glass?
How about \$3.95?



Quality made in Germany

- Brilliant clarity using only the purest ingredients
- Improved breakage resistance
- Independently certified dishwasher safe for up to 1500 cycles, thanks to the Platinum Glass Process

Pricing applies only to the Festival range, minimum 60 pieces of a single product. To see the full Terms and Conditions, contact Robert Oatley Vineyards.

Contact



OATLEY
FINE WINE MERCHANTS

for further details
on 1800 628 539 or email us at
orders@oatleywines.com.au



WOMEN IN
drinks

2016

INTERNATIONAL
WOMEN'S DAY
LUNCHEON

Women in drinks will celebrate 2016 International Women's Day with its annual luncheon on Wednesday, 2nd March 2016. The event will feature an exclusive panel of influential drinks industry women who will share their experiences of breaking down barriers on their road to leadership as they stimulate the discussion.

International Women's Day represents an opportunity to celebrate the achievements of women, while calling for greater equality. Events centre on encouraging effective action for advancing and recognising women.

**MEN ARE ENCOURAGED AND
WELCOME TO ATTEND THIS EVENT.**

THE PANEL

“EMPOWERING WOMEN TO LEAD”



**ALISON
WATKINS**

**GROUP MANAGING
DIRECTOR,
COCA-COLA AMATIL**



**ROSE
SCOTT**

**GENERAL MANAGER
MERCHANDISING
AND MARKETING,
WOOLWORTHS
LIQUOR GROUP**



**LISA
MCGUIGAN**

**LISA MCGUIGAN
WINES**



**SIMONE
ALLAN**

**DIRECTOR AND
FOUNDER, MONDO
SEARCH**

PROUDLY SUPPORTING THE



CAMPAIGN, SUPPORTING WOMEN AND
CHILDREN IN REFUGE.

PLEASE BRING ALONG ON THE DAY, ITEMS
WHICH WOULD MAKE A WOMAN AND HER
CHILDREN SMILE AND FEEL SPECIAL AND
CARED FOR BY HER COMMUNITY.

COSMETICS, HAND BAGS, NEW BED LINEN,
INTERVIEW CLOTHES, TOYS AND MORE

**TIP: START COLLECTING YOUR HOTEL
TOILETRIES TO DONATE ON THE DAY.**



**ANGELA
CATTERNS**
Facilitator

**AUSTRALIAN MEDIA
PERSONALITY AND
RADIO PRESENTER**

WEDNESDAY, 2ND MARCH 2016

SYDNEY CRICKET GROUND

12PM - 3PM

TICKETS AVAILABLE
INDIVIDUALLY OR AS A TABLE
OF TEN.

TO BOOK: **PH** 02 94151199

OR VISIT

www.drinkscentral.com.au/drinksPayments

Women in drinks facilitates a network of women who come together to educate, empower and inspire members in their career, by providing a forum for the exchange of ideas, knowledge and experience. Don't miss the opportunity during Q&A to ask the questions you need to motivate you further in your career.

4 PINES INDIAN SUMMER PALE ALE

4 Pines has released the sixth addition to its core range of beers in time for this season.

Inspired by long Indian summers, Indian Summer Pale Ale is all about keeping it light and refreshing. Think aromas of passionfruit and honeydew, and a crisp and light body with hop character.

The Indian Summer Pale Ale is also the first member of 4 Pines' core range to come in a can. The move in format was inspired by Manly locals, who are often seen drinking out of cans on the grass strip in front of 4 Pines' local brewpub. 4 Pines hopes the can will enable drinkers to enjoy the beer at a wider variety of events and locations this summer.

4 Pines Indian Summer Pale Ale is available directly from 4 Pines Brewing Company and retails for \$14.99 per four-pack or \$42.99 per 16-pack carton.



XXXX ORIGINS 'QUEENSLAND TOWNS'

XXXX has released a limited edition brew made especially for Queensland.

In a tribute to the sunshine state, the brand has named 36 of Queensland's iconic towns on the beer label, including Atherton, Cairns, Emerald and many more. The new release aims to pay tribute to the state's regional communities, which the brand has partnered with for many years through sponsorships and support of local sport, organisations and charities.

The brew itself is a crisp lager with low bitterness over a medium body. While the subtle inclusion of Saaz hop lends to a light and refreshing finish.

XXXX Origins 'Queensland Towns' is available until the end of February 2016 to participating retailers across the state, distributed by Lion – Beer, Spirits & Wine. A six-pack retails for \$20.50 or \$70 for a case.



SOMERSBY BLACKBERRY

Somersby Cider has launched a new flavour for summer, Somersby Blackberry.

The new cider joins Somersby's existing Apple and Pear flavoured cider, this time combining the original Somersby Cider recipe with the added sweetness of blackberry. Somersby Blackberry is a refreshing option for summer, served chilled or over ice. Contact Asahi Premium Beverages for pricing and stock.



LITTLE CREATURES ORIGINAL PILSENER

Little Creatures is rolling out a redeveloped recipe of its Original Pilsner.

The new brew has been inspired by the hoppier and bitter styles of North German (Friesland) beers, featuring Pilsner malt and German Perle hops, and has already received an award - Champion Light Lager at the November Craft Beer Awards.

The latest Little Creatures Original Pilsner has an ABV of 4.6%. It has a bitter flavour profile that at the same time is refreshing, balanced, dry and drinkable. The new brew is being distributed in kegs and bottles nationally by Lion and retails for \$20.50 per six-pack or \$70 a case.



COOPERS DIY CRAFT BEER EXTRACTS

Coopers Brewery has released a new series of DIY craft beer extracts. The new series is being released under Coopers' existing Thomas Cooper label and includes the popular amber ale, American pale ale and American Indian pale ale (IPA) styles.

The three new extracts have each been named after an iconic event in Thomas Cooper's life, joining others such as Devils Half Ruby Porter, Bootmaker Pale Ale and InnKeepers Daughter Sparkling Ale. The first of the new extracts, the Family Secret Amber Ale, is a deep copper, mid-bodied ale with a biscuit-malt palate that's balanced by coffee caramel sweetness and a nutty finish. The Bootmaker (American style) Pale Ale has toffee malt flavours with citrus/pine hope aromas, while the Brew A (American) IPA has tropical citrus/grapefruit notes and flavours of toasty amber malt.

The extracts are available directly from Coopers Brewery and retail for around \$22.

SHIPSTERN LAGER

Lifelong surf champion Alistair Boot and Iron House Brewery have partnered to create a new Tasmanian brew that celebrates the island's iconic Shipstern Bluff surf break. The guys have used Tasmanian hops to try and capture the personality of the famous landmark in flavour. The lager has a slight sweetness, but more noticeable is its big fruity punch. It's a clean and crisp beer with a dry and refreshing taste.

Alistair hopes that the beer will resonate well with surfers in the area, as well as other local beer lovers.

Shipstern Lager will be distributed to Tasmanian hotels, bars and clubs in kegs through Polkadot Liquor Wholesalers Tasmania. The beer will be available as a single bottle (RRP \$6.50), 16 bottle slab (RRP \$59) and 24 bottle carton (RRP \$85).



BALLARAT BEER FESTIVAL 2016

Ballarat Beer Festival will return again next year to the City Oval on Saturday 16 January.

Now in its fifth year, this is expected to be the biggest Ballarat Beer Festival to date, with more than 35 of Australia's craft brewers expected to descend on the city for the one day of tasting, matching and live brewing sessions. Recognising the city's growing status as the epicenter of Australia beer brewing, the City Council has also agreed to change Ballarat's name to Beerllarat for the one day festival next year.

In 2016, the festival will also feature local winemakers, as well as food trucks and the Brewcage - a new exclusive marquee area, which has been especially tailored to fit larger groups and corporate guests.

To keep consumers entertained, next year the Ballarat Beer Festival will further present a longer, live music line-up, headlined by the iconic Australian rock band, You Am I. Other artists on the day will include Dallas Crane, Kylie Auldist, The ReChords, Bakersfield Glee Club and The New Savages.

The traditional Friday Degustation Dinner will be held on the eve of the festival, this time with celebrity chef Daniel Wilson from Melbourne's Huxtable and Huxtaburger, who will plate up a delicious four course dinner with matching beers.

To book tickets, visit www.ballaratbeerfestival.com.au

General Admission tickets start from \$51.00

Family tickets \$107.10

Kids tickets \$23.50

Children under 12 are free



THE LAST DROP DISTILLERS

The Last Drop Distillers is a UK-based producer of exclusive, super premium spirits, founded by industry veterans James Espey, Tom Jago and Peter Flack.

New to the Australian market, The Last Drop Distillers has brought two of its high-end whiskies to trade here, including The Last Drop 1967 Glen Garioch Single Malt Scotch Whisky and 48 Year Old Blended Scotch Whisky – both 2015 award winners in Jim Murray's Whisky Bible.

Both retail upwards of \$5,000 and only three bottles of each of the expressions have been given to Dan Murphy's, which are currently being sold online and in store.

The Last Drop 1967 Glen Garioch Single Malt Scotch Whisky is a 47-year-old single malt that has been pulled out of barrels from one of Scotland's oldest distilleries. Initially created as a robust and 'peated' whisky, the liquid was stored in a bourbon style remade hogshead and has matured into a mellow, beautifully balanced whisky with an unexpected hint of honey and apple sweetness.

Several of the distilleries represented in the 48 Year Old have long since closed, making this a truly rare and luxurious Scotch whisky unlike any other. It was developed after a small volume of this bottling's original blend was selected by the Chief Blender to be refilled into fresh ex-bourbon cases and aged further. Since then, this small batch whisky has been slowly maturing in one of the older traditional warehouses in the Highlands of Scotland, resulting in a balanced chestnut-hued liquid that is both rich and fragrant.



CHIVAS 18 ULTIMATE CASK COLLECTION

Chivas Regal has released a series of ultra-premium Scotch whiskies that have been finished in a variety of first fill wooden casks and created exclusively for global travel retail. The collection aims to showcase the most iconic notes of the original Chivas Regal 18 Year Old through several unique blends.

The first in the collection to be released is the Chivas 18 Ultimate Cask Collection First Fill American Oak Finish. The inaugural expression has been gently rested in first fill American oak casks and non-chill filtered to preserve the richness of its taste. Drinkers will find sweet notes of ripe plums, caramel, toffee and creamy vanilla on the nose, followed by a rich and fruity palate of orange marmalade, milk chocolate, raisins and delicate smoky flavours.

The new expression has 48% ABV and is available exclusively to selected duty free retailers, retailing for \$149 AUD (1 litre). The following editions will be staggered 18 months apart from one another.



WOODFORD RESERVE DOUBLE OAKED

Woodford Reserve has released its newest expression, Double Oaked.

At the core of this whiskey is the same Woodford Reserve recipe the Kentucky bourbon is loved for the world over. What makes it different, is that the bourbon has been barreled twice, adding an extra layer of complexity and a tremendous sweet character; think flavours of honey, cream and vanilla.

The whiskey was recently named Best in Show Winner at the Whiskies of the World Awards and is available through Brown-Forman Australia (RRP \$75).



VANTAGE AUSTRALIA

An Australian company has launched what it's calling the official spirit of Australia.

The new spirit is made wholly from Australian grown ingredients, including the native flora, Australian lemon myrtle, Tasmanian Mountain Pepperberries and oil from Australian imperial mandarins.

The spirit has a unique smoky flavour and zesty citrus notes, and can be drunk on the rocks or used as a base for most mixers. Vantage Australia is available in a 700ml bottle (RRP \$54.99) and 1L bottle (RRP \$68), which are both available from the brand's website (www.spiritofanation.com).



A SHINING EXAMPLE OF HANDCRAFTED QUALITY

This handcrafted, artisan gin takes its name from the iconic Cape Palliser lighthouse situated on the southernmost tip of New Zealand's North Island.

Lighthouse Gin is a New Zealand gin through and through and offers a real point of difference to the range of craft gins in Australia, with even the botanicals used in this unique blend native to local land.

While the founders are keen to keep its recipe secret, some of the different botanicals that unravel in this gin include hints of native botanicals, fresh hand zested navel oranges and the intense flavour of the Yen Ben lemon. The gin is crafted using water that filters down through the Rimutaka Ranges to a spring beside the breathtaking Wharekauhau Country Estate.

Made by hand in the classic 'distilled dry gin tradition', the flavour of each of these authentic ingredients is preserved by keeping each botanical in its natural state. The distillery then uses a 200-litre copper still, locally designed and built, which means each batch has a subtle variation in flavour.

Lighthouse Gin is one of New Zealand's best-kept secrets and has a growing reputation with experts and connoisseurs worldwide. One of the founders and original distiller, Neil Catherall, achieved a gin that not only differentiates itself from its counterparts, but is also smooth and fresh, combining herbal, citrus and spicy characteristics, and subtle delicacy. Try this in a Bermuda Rose: Apricot Brandy, Lighthouse Gin and Grenadine Syrup, shaken with ice and strained.

Lighthouse Gin is available in Australia from Déjà Vu Wine Company for a recommended retail price of \$83.



TOP SPENDING LIQUEUR CAMPAIGNS OF 2015

1. SOUTHERN COMFORT

Whatever's Comfortable

\$1.3M



Southern Comfort takes out the highest spending liqueur campaign of 2015, spending \$1.3 million on its 'Whatever's Comfortable' television commercials. The first execution of the international campaign, created by Wieden + Kennedy New York, hit Australian screens in 2012 with the 'Dancer' and 'Hairdresser' instalments. The 2015 spend is split between two television pieces of creative, promoting Southern Comfort with Dry Ginger and Southern Comfort and Coke, with international presence across social, digital and cinema. The core message of the 'Whatever's Comfortable' campaign tells millennials to embrace quirkiness and have confidence in being yourself.

2. SCHWEPES/PIMMS

This Calls for a Cocktail: The Grape Escape

\$240k



The Grape Escape TVC launched in November 2014 as part of the Schweppes Cocktail Revolution – a campaign that calls on audiences to get creative with their cocktails by experimenting with ingredients lying around at home. The combination of Schweppes Dry Ginger Ale and Pimms saw the creation of 'The Grape Escape' cocktail, the focus of the 'This Calls for a Cocktail' television spot. The campaign, created by GPY&R Melbourne, expresses the excitement and ease of regular cocktail creation, while eliminating the idea that cocktails are reserved for special occasions.

3. JÄGERMEISTER

Start Tonight's Chapter

\$50k



Jägermeister's top spending campaign of 2015 is its 'Start Tonight's Chapter' campaign, appearing only across press. The brand jumps on the back of Oktoberfest celebrations and the rising popularity of craft beer amongst males in the Australian market, positioning itself as the "perfect accompaniment to craft beer". The most recent addition to this campaign was launched in August 2015 and contains the 'Aroma Advisor', which targets consumers who are looking for a more complex and unique drink. The Aroma Advisor distinguishes between the five base flavours of Jägermeister: Aromatic, Bitter, Spicy, Earthy, Sweet and Fruity, providing consumers with the "Jägermeister experience".

NB GIN

NB Gin was the winner of World's Best London Dry Gin at this year's The World Drinks Awards and is now available to major bars and restaurants in Melbourne through newly appointed supplier, The Wigs Cellar. The NB Distillery is located on the east coast of Scotland in North Berwick and follows the stringent London Dry distillation process to the letter to create a spirit that is classic, pure and high quality.

The gin has been described as "superb" by Johnny Roxburgh – party planner for the UK Royal Family and master entertainer to the global elite – and was served as the gin of choice to the best in the music industry earlier this year at the Sony Music BRIT Awards After Party in London.

NB Gin is stillled, blended, bottled and labelled by hand in very small batches and retails for \$84.95. It is made

from pure British grain spirit and a blend of eight botanicals, all of which have been meticulously selected to produce a smooth and balanced flavour which is not overly complicated. Overall, the gin is bright and fresh with subtle notes of citrus and a solid hint of juniper.



ebiquity

Data based on main media captured by Ebiquity's Ad Monitoring Service

NEW RELEASES

CASELLA LIMITED RELEASE 2010 CABERNET SAUVIGNON AND 2010 SHIRAZ

Casella Family Brands will release two new 2010 vintage wines under its premium Limited Release range early next year. The new releases include a 2010 cabernet sauvignon made from the Barossa and Clare Valley and a 2010 McLaren Vale shiraz.

Both vintages have already picked up a number of accolades, including gold medals at the 2015 International Wine and Spirit Competition and China Wine and Spirit Awards. The 2010 shiraz further went on to pick up a blue gold medal at the Great Australian Shiraz Challenge this year. A positive sign for the [yellow tail] producer, who recently told *drinks* trade that it will be placing a greater focus on its premium offering in 2016...keep an eye out for updates on drinksbulletin.com.au

The Limited Release range aims to showcase the best parcels of fruit from a region and wines that are big and bold in style. While the range will see a continuation of vintages, Casella will only release a new wine into the range if it is of exceptional quality.

The 2010 Limited Release wines are directly available from Casella Family Brands and retail for \$45 each.



THE ICONIC GRAND RESERVE BAROSSA VALLEY SHIRAZ 2012

Calabria Family Wines has released its long awaited, newest premium red wine, The Iconic Grand Reserve Barossa Valley Shiraz 2012.

This is the most expensive wine Calabria has ever released, made from 100-year-old Barossa shiraz vines, which were recently acquired and restored by the family. Among only a handful of vines of this age left in the region – originally planted in 1914 - The Iconic showcases Barossa shiraz at its best and has already received 96 points from James Halliday.

To drink, it is silky and smooth, with wonderful acidity and savoury undertones. The wine develops nicely in the glass with beautiful berry fruit and a touch of well integrated oak. Overall, it is an approachable, not too overpowering wine that has still managed to retain complexity in flavour. This is a wine that can be enjoyed now or put away for a couple of years to see what further enjoyment it may offer.

The wine is available directly from Calabria and retails for \$175.



Head Winemaker and third generation family member, Bill Calabria, with his son and Calabria Sales Manager, Andrew.



NEW

ECHO FALLS
FRUIT FUSION

FEELING FRUITY?

*New Echo Falls with a splash
of fresh fruit flavours and juices*



Enjoy Echo Falls responsibly
Get the facts DRINKWISE.ORG.AU

NEW RELEASES

CALABRIA BEVI PROSECCO SPRITZ

Calabria Family Wines has looked back to its roots to develop a traditional Italian aperitivo with a refreshing twist for consumers to enjoy in Australia this summer.

BEVI, meaning 'drink' in Italian, is a refreshing, bitter-sweet spritz that nicely blends the drier style of prosecco with sweet, natural citrus flavours.

Interestingly, the family chose to grow the prosecco in the Riverina, taking influence from the cool climate sparkling wines being made in the neighbouring King Valley region, while making use of the warm, Mediterranean climate the grapes would typically be grown in.

BEVI joins a growing category and meets growing demand for drier styles of wine. The spritz is recommended over ice and with a slice of orange to accentuate its citrus notes.

BEVI Prosecco Spritz is available directly from Calabria Family Wines and retails for \$14.95 per four-pack (330ml bottles).

**OYSTER BAY HAWKE'S BAY PINOT GRIS**

The New Zealand brand behind Australia's number one selling bottled wine by value (Aztec Liquor Scan, MAT to October 2015) has announced a line extension with the arrival of Oyster Bay Hawke's Bay Pinot Gris.

The company behind the brand, Delegat Australia, recognises that the pinot gris category represents a significant opportunity; currently in strong growth and being driven by the premium segment.

Oyster Bay Hawke's Bay Pinot Gris retails for \$19.99 and is elegant and refreshing with honeysuckle, subtle spice and hints of soft pear and crisp apple freshness.

For sales enquiries, contact Delegat Australia on 1300 131 815.

GEORG JENSEN HALLMARK CUVÉE BY HEEMSKERK

Renowned Danish design house Georg Jensen and premium Tasmanian wine producer Heemskerk have joined forces to release the Georg Jensen Hallmark Cuvée by Heemskerk. The Hallmark Cuvée is a crisp and delicate aperitif style, made from cool climate chardonnay and pinot noir grape varieties. The wine opens up with citrus blossom, fresh lemon and grapefruit zest, followed by a beautiful chalky mouthfeel and backbone of taut acidity and elegant minerality, with flavours of lemon pith and roasted cashew nuts.

The Hallmark Cuvée retails for \$39.99, inclusive of a Georg Jensen re-sealable stopper. Contact Treasury Wine Estates.

**VIDAL ESTATE SAUVIGNON BLANC SCORES A HAT TRICK**

Vidal Estate has picked up a second trophy for its sauvignon blanc in a matter of weeks. This time, the New Zealand brand picked up the International Sauvignon Blanc trophy at the prestigious Decanter Asia Wine Awards 2015.

This trophy follows the recent announcement that the same wine had received the Champion Sauvignon Blanc Trophy at the New Zealand International Wine Show 2015.

"We're the first to admit that when it comes to white wines, Hawke's Bay chardonnays are our hallmark, but we understand Marlborough sauvignon blanc and most importantly we know where we want to go from a style point of view", Vidal Estate winemaker, Hugh Crichton said. "The beauty of the 2015 vintage in Marlborough is that yields were naturally low to moderate, which has produced wines with brilliant flavour concentration."



MCWILLIAM'S SHOW RESERVE RANGE

McWilliam's Wines has a long history in the production of fortified wines. In fact, its Show Reserve Range has long typified other super premium fortifieds in the Australian wine industry. Five years on since the range was last updated, McWilliam's is releasing three new, flagship 25-year-old fortifieds, hoping to re-establish its reputation as a leading producer within the category. All three are available directly from McWilliam's Wines and retail for \$80 each.



MCWILLIAM'S SHOW RESERVE RARE TOPAQUE

McWilliam's Show Reserve Rare Topaque is made from muscadelle grapes, which have been matured in French oak barrels. It appears deep brown and amber in colour with an olive rim, and delivers a lifted aroma of malt, toffee and rancio nuttiness over a touch of tealeaf and golden syrup. The topaque has a rich and mouth-filling palate, presenting complex malt, toffee and nut flavours, coupled with evidence of sweet brown spices and Christmas cake.



MCWILLIAM'S SHOW RESERVE RARE TAWNY

Harvested at 15–16 Baume, the fruit for this wine has undergone partial fortification using neutral grape spirit in order to allow for greater integration and complexity in the final product. The wine carries lifted intense rancio, walnut, pistachio and vanilla oak characters on the nose. It delivers a rich, round and long palate of raisin, dark chocolate and Christmas pudding. Finishing dry and savoury, this wine earns its label as a refined barrel aged tawny.



MCWILLIAM'S SHOW RESERVE RARE MUSCAT

McWilliam's Show Reserve Rare Muscat appears deep brown tawny in colour with a khaki rim. Following 25 years in barrel, the final product carries an aroma of fresh lifted muscat fruit, Christmas cake and raisin, plus hints of citrus peel and wood-aged characters. The palate is rich and intense, while smooth and luscious with a rich, mouth-coating, lingering finish.



PROSECCO SPRITZ



A MODERN IMPRESSION ON THE FAMOUS ITALIAN 'APERITIVO'

Sparkling Prosecco infused with aromas of zesty orange and a refreshing bitter-sweet citrus twist.



NOW AVAILABLE

CONTACT YOUR CALABRIA WINES REPRESENTATIVE
DIRECTLY OR CUSTOMER SERVICE ON 02 6969 0800
INFO@CALABRIAWINES.COM.AU



TRADE ACTIVITY THE BUSINESS BEHIND THE BRANDS



THE APPLETON TRAIL

Appleton Estate took over Sydney's bustling bar scene in November through to December to present 'The Appleton Trail' – a unique activation, which saw CBD and inner-city bars play host to a range of exciting events.

Crafting authentic rum for more than 265 years, Appleton Estate decked out each venue in Caribbean style decorations, signature Appleton Estate cocktails and Jamaican music to share the brand's story and explain the origins of its unique rum making process.

NEW PLACES & FACES AT FOUR PILLARS

In an effort to meet growing demand for their crowd-funded gin, Four Pillars opened its new distillery in the Yarra Valley in November. 700m² wide, the distillery is home to German sister-stills Jude (600L) and Eileen (50L), which will both help to increase Four Pillars' production capacity and create limited edition gins through the year.

The Distillery Door has further provided a welcoming space for visitors to try and buy the five core gins, build their own Negronis and enjoy G&Ts among other exciting things. Four Pillars also recently appointed former Black Pearl bartender Sam Ng as its full time Gin Ambassador and Bartender in Residence. To view this story, visit drinksbulletin.com.au

A HANDPICKED WINES WEDDING

Handpicked Wines hosted a first of its kind Wine Wedding to launch its spring/summer collection on the last weekend of November.

The event was held at a secret rooftop venue in Sydney, which was transformed into a reception-style experience. Guests were asked to don their best wedding attire and enjoy an afternoon tasting the new release wines, alongside cheese and cake in true ceremonial style.



RED BULL AND ARTISTS GET CREATIVE

The Red Bull Curates: Canvas Cooler project returned to Sydney again this year at the Bucket List in Bondi.

This year, ten artists collaborated with the project to put their own mark on a Red Bull cooler. The launch of their works took place in the last week of November, which were then handed out to other participating venues in Bondi Beach.

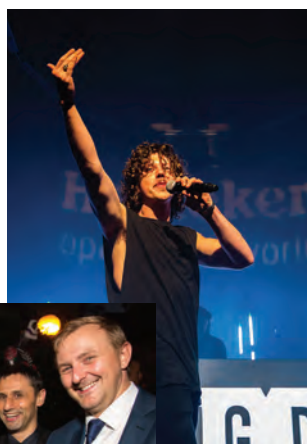
DJ Luen Jacobs played 'chilled' tracks at the launch, while guests walked around the exhibition and sipped on serves of Red Bull's new Summer Edition release.



Photo by: Life Without Andy

EXCLUSIVE HEINEKEN SPECTRE 007 PARTY

Celebrating the release of the latest James Bond movie and Heineken's eighteen-year partnership with the franchise, the global beer brand threw an Exclusive SPECTRE 007 Party in both Sydney and Melbourne in November and at the beginning of December. The locations of both events were kept top secret from guests up until the last minute, capturing Bond's illusive nature. The Sydney party featured a special appearance from actor and television presenter Luke Jacobz, who arrived in style in the Heineken Monster Truck. Sydney guests were also able to get up close to an Aston Martin DB10, which features in the latest Bond movie, as well as flame throwers and Day of the Dead dancers. Entertainment was also provided by some of the best and latest music acts, including Michelle Martinez, Peking Duk, Heather Maltman and Solo Tohi from The Justice Crew. And the entertainment didn't stop there, as Peking Duk also took to the stage in Melbourne and was joined by Jonny Sonic of the Potbelleez and celebrities Joel Creasey, Tully Smith, Melissa Juratowitch and Spencer McLaren. In total, 500 guests attended the prestigious events, marking a monumental celebration in true Bond style with Heineken.



SOUTH AUSTRALIAN PREMIER UNVEILS LION'S NEW BREWHOUSE

South Australian Premier, the Honourable Jay Weatherill and Brewery Director Idris Jama unveiled Lion's new brewhouse at its West End Brewery on November 16.

The \$70 million investment features a completely restored copper kettle dating back to the early 1930s and will increase the brewery's annual production to approximately 120 million litres.

The brewery will produce South Australia's most popular beer, West End Draught, as well as a number of other members from Lion's wider range of beers, including Hahn, Toohey's, Guinness and Kilkenny.

WELCOME TO STONELEIGH HOUSE

New Zealand wine brand Stoneleigh transformed house No.50 at Argyle Place in Sydney into a 'small wonder of nature' in November.

Grown on a vineyard that was once the bed of an ancient river, each room allowed guests to explore the unique elements of Stoneleigh Wine, while tasting the new Wild Valley Range. From the soil to the famous sunstones that cobble the Wairau Valley vineyard, to the earthy mushrooms and citrus aromatics that make up Stoneleigh wine; everywhere you looked there was something new to be seen.



WINDANG LIQUOR WINS LIQUOR STORE OF THE YEAR

Windang Liquor won Liquor Store of the Year at the 2015 Retail Liquor Industry Awards for Excellence, mid-November.

A total of 16 awards were presented this year, including Regional Store of the Year, which was shared between Bermagui Cellars and Cellarbrations Tamworth, as well as Metropolitan Liquor Store of the Year, which was taken out by Red Bottle Pyrmont. Another highlight included the presentation of the new Online Liquor Store of the Year award, which went to www.danmurphys.com.au

A Reminder of the **CONSEQUENCES OF DRINKING** in the Work Place: Lawyer

A case involving an employee of a large South Australian wine producer last month should have caught the attention of everyone in the drinks trade, because it involved that ever-present industry hazard of an employee being over the limit in the workplace. By **Walter MacCallum**, Director, Aitken Lawyers

The employer had recently implemented a trial workplace drug and alcohol policy at one of its plants in Berri. The policy aimed to maintain a safe environment, compliant with all legislation, while promoting rehabilitation and raising awareness of the problems associated with drug and alcohol use in the workplace.

After the random testing procedure began, as part of the trial policy, the employee concerned recorded a series of positive readings for alcohol above the requirement of 0.00 per cent, which applied to employees working in 'high-risk' roles.

After his first positive reading, the employee was given a warning and as per the policy, was offered counselling. He was also placed on a mandatory pre-shift and post-shift testing procedure for one month. During that period, further positive readings were made and further warnings were given, culminating in an alcohol reading well in excess of the 0.00 per cent threshold. As a consequence, after more than 20 years with the company, the 58-year-old employee was terminated.

The employee lodged an unfair dismissal claim with Fair Work Australia. The employee, represented by his union, argued that the drug and alcohol policy was a trial and it was not fair or appropriate to apply it for the purposes of dismissal and that the employee believed that, if he undertook the breath test and tested positive, he could elect not to clock on for his shift

that morning and could return home without being in breach of the policy. It was also argued that there were particular extenuating circumstances leading to the employee's consumption of alcohol including an ongoing back injury.

The Commissioner found that there were no indications of any significant performance or conduct issues arising from the employee's work with the company other than the breach of the policy. The Commissioner considered at length the drug and alcohol policy, the fact that it was a trial policy and its interplay with specific written warnings provided to the employee after the positive readings had occurred. The Commissioner found that the policy was being trialled at the Berri plant with the intention of being rolled out across the company shortly thereafter and was not, as the employee's representatives submitted, a policy trialled for implementation generally.

The Commissioner found that the policy itself lacked comprehensive detail to deal with particular scenarios and, in particular, the disciplinary consequences of positive readings being returned. He found that the intended operation of the policy was not clear and not in final form and the consistency, clarity and fairness of the approach adopted by the employer in dealing with the employee was a relevant consideration. This was important because the uncertainty about some

elements in the application of the policy were relevant as to whether or not the employee deliberately breached its requirements.

Ultimately, Fair Work found that the policy was not intended to be definitive and that the employer made it quite clear to the employee what was required of him and what the consequences would be for further breaches in its written warnings to the employee.

These, the Commissioner found, officially clarified the disciplinary process that would be adopted reasonably as a consequence of the breach of the policy.

Unfortunately for this long-serving employee, Fair Work found that his termination was not unjust, unfair or harsh, that the company had acted in a procedurally fair manner and that the policy (which had been implemented after consultation with the relevant union representatives) was sufficiently clear and combined with the written warnings, provided a valid reason for the employer to terminate the employee's employment.

So we have to realise that the times are a-changing. Even the time-honoured tradition of having a drink after work, with your work buddies, was prohibited under this policy and alcohol was not permitted to be consumed on site, even after shifts had been completed, unless approved by management.



BevChain recently
celebrated its
9th birthday.



Happy Birthday

That's 9 years of helping our customers
get their products into the hands of those
that count – *consumers.*

With a national footprint that just keeps growing,
BevChain leads the Australian market in providing
tailored supply chain solutions
for the biggest brands in the land.

You know who you are,

here's Cheers to you!

THE DRINKS
are on us!

BEVCHAIN

To join in, visit www.bevchain.com.au

It's Our 50th Edition!

The December/January 2016 issue of *drinks* trade marks a very special milestone in the publishing journey of the drinks association. The magazine that launched to the drinks industry almost nine years ago under contract by Hip Media is now celebrating its 50th edition – and we couldn't be more proud of what we have achieved.

Landing in the trade in October of 2007, the first issue caused a predictable stir; it was the first time in a long time that the industry had not only been presented with a new publication, but one that was 100 per cent dedicated to a “business-first” editorial policy. The tagline, “Your News, Your Views” – still in use today – shouted a very strong message. This was a publication that was written by the industry, for the industry, and one that would change the way news was distributed to both the on- and off-premise.

The publication landed strong interviews with key industry stakeholders and its unbiased editorial coverage ensured that readers were given the full story, every issue. This is a process that has remained at the core of *drinks* trade since its inception and we are pleased to say this is a policy that has been strongly upheld to this day.

As the current highest circulating liquor industry magazine in the country, *drinks* trade continues to go from strength-to-strength thanks to its long list of passionate supporters. We are so grateful for their assistance, which has ensured we can continue to invest in the publication and deliver what you, the drinks industry, needs the most – essential, valuable and timely industry information.

drinks trade is our gift to you; there are no subscription fees or membership fees attached. This is our way of ensuring your business has fair and equal access to the highest quality news and information. We have an ongoing commitment to provide a publication that delivers fresh and relevant business content and hope that you will continue to find it beneficial as we move into the next era on our publishing journey.

Sandra Przibilla
CEO
the *drinks* association



A Message from the drinks association Board & Its Members

Our 50th edition milestone provides an opportunity to reflect on the last eight years in our industry and recognise those who have continuously supported the drinks association and its publications. We would not be where we are today without your valued support. Thank you.



“What a terrific milestone – 50 editions of Australia’s most professional and informative trade magazine that focuses on engaging, informing and educating our industry members on

all the goings on in the alcoholic beverages market. Congratulations to all those involved from the drinks association and Hip Media for delivering such a ‘must read’ for the industry”
– **Ralph Dunning, Chairman of the drinks association Board.**



“*drinks* trade is a must read on what’s happening on the industry and the sectors within. From its original birthday to today, the quality has never changed. It blew us away

when it first came out and it has continued to deliver. And if the standard continues, I look forward to reviewing my comments in another 50 issues time!” – **Mark Churi, National Sales Manager at Casella Family Brands and Executive Director of the drinks association Board.**



“We are very fortunate to have the support of the drinks association. I’d like to congratulate Sandra and the team on this significant milestone and thank them for the ongoing

contribution they make to the long-term success of this industry” – **Shane Richardson, Managing Director of Coca-Cola Amatil Alcohol & Coffee and Executive Director of the drinks association Board.**



“While so much has changed in the beer world over recent years, the support from the drinks association has remained constant. Throughout the sector, *drinks* trade has a

reputation as the place for the latest news and industry trends. I look forward to continuing working with the association to support our beer and cider industry. Congratulations on the half-‘ton’!” – **Peter Filipovic, Sales Director at Carlton & United Breweries and drinks association Board Director.**



“Our industry has undergone significant change over the past decade, however the ongoing willingness of the community to come together and work

collaboratively is a real strength. The drinks association do a marvellous job of supporting and engaging with industry, and we thank Sandra and the wider team for their ongoing support. A wonderful milestone, cheers to another 50 editions!” – **Michael East, General Manager - Asia Pacific of Accolade Wines.**



“Congratulations on the 50th issue! As we look back over this time, we can list retail and supplier consolidation, evolving consumer preferences,

economic shifts and a challenged regulatory environment as events that have all featured. But despite ongoing change, the people of this industry, such as those behind informative publications like *drinks* trade, have continued to act as the glue that binds together our many sectors, geographies and communities” – **Michael McShane, SVP, Managing Director, ANZSEA of Brown-Forman.**



“I remember *drinks* trade launching around the same time we started island2island. It’s been an amazing eight years and the liquor industry within Australia has changed

quite considerably in that time. The national accounts continue to build their market share and changes to wholesalers through mergers and acquisitions have altered how we do business as operations streamline. But what hasn’t changed, is the drinks community as a whole. In my opinion, it is still one of the best industries to be in” – **Les Page, Managing Director of island2island.**



WA's BEST

HIGHEST SELLING WA BOTTLED BRAND IN AUSTRALIA (#1 BY VOLUME)*

HIGHLY AWARDED WINERY, WITH OVER 200 TROPHIES
AND 4000 MEDALS WON

CREATOR OF HOUGHTON WHITE CLASSIC, ONE OF AUSTRALIA'S MOST
LOVED WA WHITE WINES, NOW IN IT'S 78TH CONSECUTIVE VINTAGE

JAMES HALLIDAY RATED 5 STAR OUTSTANDING WINERY



*Aztec Scan Data - Total Australia Liquor Weighted Data to 18/10/2015



DISCOVER MORE WITH **HOUGHTON** WA'S BEST
WESTERN AUSTRALIA



houghton-wines.com.au
facebook.com/HoughtonWines



Crisp and
refreshing



Purchase Banrock Station and help protect our environment

[/banrockstation](https://facebook.com/banrockstation)

[#banrockstation](https://instagram.com/banrockstation)



THANKS!
TOGETHER WE'VE
GIVEN AU \$6 MILLION
TO OUR ENVIRONMENT
SO FAR

OUR BAROSSA RUNS DEEP

2nd LARGEST \$15+ BAROSSA BRAND
IN AUSTRALIA AND CONTINUES TO
GROW AT 9%

ONE THIRD OF ALL SHIRAZ SOLD IN
AUSTRALIA IS FROM THE BAROSSA

5 STAR WINERY - 8 YEARS IN A ROW
JAMES HALLIDAY WINE COMPANION 2016



   grantburgewines.com.au



Get the facts DRINKWISE.ORG.AU
Enjoy wine responsibly



Sold in over 130 countries
Over 2 million glasses enjoyed
around the globe everyday
Over 9000 awards won internationally

ESTD
HARDYS
1853

ASPIRE higher



Unearth the innovation of a 160 year legacy.

 /hardyswines  #hardyswines hardyswines.com

Eden Hardy

HRB
Heritage Reserve Bin

Nottage Hill

WILLIAM HARDY

OOMOO

SIR JAMES

Tintara

Thomas Hardy



SUPER
"DRY"
Asahi

ABOVE ALL ELSE.

BEER



ASAHI RANGE

CRICKETERS ARMS RANGE

KINGFISHER

CIDER



SOMERSBY RANGE

LIGHT RTD



VODKA CRUISER RANGE

DARK RTD



WOODSTOCK BOURBON RANGE



WILD MOOSE
CANADIAN
WHISKY

WHISKY



NIKKA JAPANESE WHISKY RANGE

Asahi

PREMIUM BEVERAGES

CONTACT YOUR ASAHI PREMIUM BEVERAGES
REPRESENTATIVE OR CALL OUR CUSTOMER
SERVICE LINE ON 1800 090 378
WWW.ASAHIPREMIUMBEVERAGES.COM.AU

Beam SUNTORY

LIQUEUR



WHISK(EY)



WHISK(EY)



WHISK(EY)



COGNACS





RUM



TEQUILA

GIN

VODKA



MESSAGE FROM MATT AITKEN, CEO, BLUE STAR GROUP

Congratulations to the Drinks Association on the 50th issue of Drinks Trade Magazine. What an incredible achievement.

Blue Star Group is a proud supporter of the Drinks Association. We partner with members – the liquor industry's leading brands – to help you create top shelf communications. We even print this very magazine.

From providing retail displays and POS, to gift with purchase campaigns and print communications, Blue Star helps the liquor industry cut through with customers.

We look forward to another great year ahead for the industry, and to the next 50 editions of Drinks Trade Magazine.

A stylized, handwritten signature in white ink.

Matt Aitken
CEO, Blue Star Group

TOP SHELF COMMUNICATIONS

On brief, on time and with a rare commitment to quality at every step, our unrivalled range of services offers a comprehensive solution for your business.

bluestar * **DISPLAY**

Australia's leading retailers use us for their point of sale and product displays because we know how to turn shoppers into buyers. Years of working closely with Australia's leading retailers has given Blue Star DISPLAY invaluable market knowledge and retail expertise.

bluestar * **CONNECT**

Integrated into our wider businesses, our specialist logistics division Blue Star CONNECT provides warehousing and distribution services. Our customers can utilise tailor-made solutions or interface directly with our warehouses via our online customer portal.

bluestar * **WEB**

Blue Star WEB is the heatset web printing division of Blue Star. We produce state-of-the art magazines, high end retail, corporate and travel brochures for Australia's leading organisations. Our passion and focus is on technology, innovation and efficiency that delivers our promise and quality on time, every time.

bluestar * **PROMOTE**

Blue Star PROMOTE is a leading corporate supplier of promotional merchandise, uniform and award solutions in Australia. We manage customers' entire promotional programs from creative development and sourcing to production and distribution.

bluestar * **PRINT**

Blue Star's PRINT network is the largest of its kind in Australia. Our modern press fleet, combined with the most sophisticated proofing and colour management systems and comprehensive finishing capabilities deliver consistently high quality outcomes for any sized project and the most challenging deadlines.

bluestar * **DIRECT**

From a simple personalised customer letter through to a fully integrated multi-channel campaign, we're a leader in direct marketing delivery, developing robust, flexible systems and processes around our specialist capabilities. Blue Star DIRECT is committed to efficient and seamless campaign delivery.

Visit bluestargroup.com.au to find out more.

bluestar *

an *ive* business



CASELLA

Peter
LEHMANN



CASELLA
FAMILY BRANDS



Grow Your Business with CCA

Enjoy an unrivalled portfolio of premium beverages

Check out our full product portfolio at mycca.com.au or give us a call on 13 2653 (13 COKE)



Beer



RTDs



Cider



Spirits



Whisky



Whisk(e)y

Enjoy Responsibly



“We are very fortunate to have the support of the drinks association and I’d like to congratulate Sandra and the team on this significant milestone and thank them for the ongoing contribution they make to the long-term success of this industry.”

– Shane Richardson, Managing Director at Coca-Cola Amatil Alcohol & Coffee and Executive Director of the drinks association Board.



At Coca-Cola Amatil, our vision is to become Australia's favourite multi-beverage supplier. Building on our phenomenal strength in the non-alcoholic beverages sector, we are committed to developing and supporting a premium portfolio of alcoholic beverages that is unrivalled in the Australian market. From spirits and ready to drink (RTDs), to beer, cider and coffee, our licensed customers will enjoy a range that includes both the leading and most exciting emerging brands in each category, they'll also receive an unparalleled level of support and expertise, all designed to deliver success today and support sustainable growth for tomorrow.

We recognise that alcohol is the dominant revenue driver for customers in the Licenced channel, likewise coffee is in cafés. Building and sustaining a vibrant and successful hospitality industry relies on creating new and engaging social experiences for consumers. By building collaborative and supportive relationships with our globally-recognised brand partners and customers, and promoting we'll help drive this growth that will provide a sustainable future for us all.

In this context, 2015 was a transformational year for CCA and our customers. The addition of the Suntory-owned spirits and RTD portfolio, along with the emergence of Australian Beer Company's craft beer and cider ranges Yenda and Pressman's further strengthened our premium brand portfolio. The creation of our new licensed business in New Zealand,

part of a new and expanded relationship with Beam Suntory is another significant step in growing the scale of our business, as was the completion of our extensive FJD 44 million capital investment program in our Pacific-based business, Paradise Beverages.

Having kicked off year with a landmark ALT campaign for our international premium beer Coors, December was us celebrate the two year anniversary of the creation of Australian Beer Company, based locally in Yenda, NSW. Thanks in part to the successful launch of our Yenda craft beer range, the last quarter of 2015 saw us reach a milestone, selling our 1 millionth standard case of beer and cider, an impressive achievement in only our second year back in beer.

Finally, the exciting growth in our alcohol portfolio was matched by the transformational growth of our coffee business. As well as our successful entry to the grocery market with the launch of Grinders coffee capsules, compatible with the two leading machine formats, Nespresso and Cafeltaly, we have made considerable strides in underlining Grinders Coffee's credentials as one of the leading players in the Australian coffee industry. Among the many accolades earned through the course of the year, the team can be particularly proud of the achievements of the new Single Origin range in winning a number of major awards, including the prestigious Champion Espresso award at the 2015 Sydney Royal Summer Fine Food Show.

**THE 50TH ISSUE
THAT CALLS FOR A CELEBRATION!
AND A SPARKLING AND A PALE
AND A VINTAGE AND
A MILD AND A...**





Hand-made by the Cooper family. Est. 1862.

Coopers



DE BORTOLI

Family Winemakers Since 1928

"My Grandfather
told me each
pursuit in life
should be a
noble one."

- Darren De Bortoli



- SINCE -
1928



DE BORTOLI
NOBLE ONE
Botrytis Semillon

NOBLE ONE IS A TRUE
AUSTRALIAN ICON.
ONE OF THE MOST AWARDED
DESSERT WINES IN HISTORY,
BOTH NATIONALLY AND
INTERNATIONALLY.
IT HAS RAISED THE
PROFILE OF PREMIUM
AUSTRALIAN WINES
OVERSEAS AND HAS
BECOME THE BENCHMARK.
THE 2013 VINTAGE
CELEBRATES OUR 30TH
RELEASE SINCE THE
FIRST VINTAGE IN 1982.



debortoli.com.au

AUSSIERS LIKE US SAY

KICK OFF A LEGENDARY SUMMER WITH BUNDABERG RUM

Bundaberg Rum is using Australia's most iconic drink to celebrate its most iconic Aussie Legends. In the lead up to Summer a limited run will be released featuring 11 legendary Australians across time. Download the Bundaberg Legends app and see your legends come to life. What it lacks in truthfulness it will make up for in sheer legendariness.

The new Bundy Rum U.P. & Cola legends cans will begin to appear in-stores from December.

THIS RELEASE WILL BE SUPPORTED BY A MULTI-CHANNEL MARKETING CAMPAIGN (DEC 2015 - FEB 2016)



PARTNERSHIPS SITES
& SOCIAL
MEDIA



12M IMPRESSIONS



9.6M
LPA+ REACH
10.2X
FREQUENCY



TARGETED
MOBILE
15M IMPRESSIONS



CHEERS TO A LEGEND



6 PACK



24 PACK CUBE



10 PACK



24 PACK

WELCOME TO  BUNDABERG®

Get the facts DRINKWISE.ORG.AU

The BUNDABERG word, BDC device, BEAR device & associated logos are trademarks. ©Bundaberg Distilling Company Pty Ltd 2015.

Your business could be part of one of the largest liquor retail groups in Australia



INDEPENDENT BRANDS
AUSTRALIA PTY LTD

Independent Brands Australia is the second largest retail group in the country.

With group buying power, we can meet the demands of the local market and give your shoppers the best available offers.

A footprint of 2500 touch-points nationally and growing, our success is built on the foundation of passionate retailers and supporting them with expansive retail, marketing and promotional programs.

CellarbratiOons

Cellarbrations has grown to be one of the largest independent retail liquor brands in the country with over 500 stores nationally and growing, all backed by the support and buying power of Independent Brands Australia.

The entire team at Cellarbrations are passionate about liquor and welcome like-minded retailers who are in this business for the love of it.

Our stores are managed by their owners ensuring each Cellarbrations is filled with local products selected with our customers in mind. Our owners understand that everyone's needs are different and it is this commitment to delivering a quality liquor offer and personalised service that sets us apart from the others.

CellarbratiOons

IGA LIQUOR

the Bottle-O

the Bottle-O
Neighbourhood
Your Local Bottle-O



IGA Liquor has a network of over 450 independently owned stores across NSW, VIC and WA which enables us to tailor a wide range of brands and products to give our local customers more of what they like. This includes many of your favourite brands as well as those you may no longer find on the shelves in other liquor stores.

At IGA Liquor, we understand that it's not a 'one size fits all' when it comes to shopping for liquor, so we take a more personalised approach and committed to delivering local customers value with every purchase.



The Bottle-O is a true independent Australian liquor store with a mission to make you feel welcome every time you step through our doors.

With over 300 stores in NSW, VIC, QLD, WA and NT and growing, our stores are owned and operated independently by people in your local community who know and understand what you want.

The entire team at The Bottle-O are focused on delivering an easy, enjoyable experience and welcome like-minded retailers who love delivering great service to their customers.



FIND OUT MORE:

NSW (02) 8822 3600 WA (08) 9311 6000 NT (08) 8922 5300
QLD (07) 3489 3600 SA (08) 8152 8700 VIC (03) 8368 6300
TAS (03) 6274 4000

island2island

beverage company.

PREMIUM BEVERAGE SPECIALISTS



MELBOURNE

BRISBANE

SYDNEY

PERTH

ADELAIDE

island2island
beverage company.

For more information please contact Island2island on 02 9672 6440

www.island2island.com.au



“I remember drinks trade launching around the same time we started island2island. It’s been an amazing eight years and the liquor industry within Australia has changed quite considerably in that time. The national accounts continue to build their market share and changes to wholesalers through mergers and acquisitions have altered how we do business as operations streamline. But what hasn’t changed is the drinks community as a whole. In my opinion, it is still one of the best industries to be in.”

– Les Page, Managing Director of island2island.

The island2island Beverage Company, affectionately known within the industry as i2i, is one of only a handful of truly independent, Australian-owned premium spirits and CSD distributors left in this country.

Originally formed by industry veteran, Les Page, in 2007 to act as the exclusive importing, sales, marketing and distribution agency for the world renowned and iconic Angostura aromatic bitters, island2island now boasts an exceptional and enviable portfolio of quality, premium spirits and beers.

In an age where more and more brands own their distribution channels, island2island is passionate about fighting for quality spirit brands to ensure that consumers continue to have access to alternative choices in a wide range of places.

The cornerstone of the business is the ubiquitous Angostura aromatic bitters. Since the partnership with Angostura began back in 2007, each year island2island has managed to grow the overall usage of Angostura aromatic bitters and in particular the iconic Lemon Lime & Bitters beverage.

Its Angostura Caribbean Rum range is gaining favour with consumers and the trade alike. This is being driven by a greater appreciation and demand for quality, premium rum. The Trinidad based Angostura Distillery has been awarded the title of Rum Grand Master at the Spirits Masters Awards four years in a row.

Stolichnaya Premium Vodka joined the i2i portfolio in 2012 and is now one of the fastest growing vodkas in Australia, returning to its rightful place among the top five vodkas in Australia. Innovative promotions and a rekindling of the love affair Australian consumers have with ‘Stoli’ from past years has delivered consistent double-digit growth, with no signs of slowing down.

At the end of 2014, island2island won the landmark, long-term contract to distribute international beer brand, San Miguel, and plans to bring the popular and iconic brand back to Australian drinkers in a serious way.

And in October 2015, the company was awarded the impressive Jose Cuervo International and Proximo Spirits portfolios, which include Jose Cuervo and 1800 Tequilas, The Kraken Dark Spiced Rum, Bushmills Irish Whiskey and Boodles Gin.

With a portfolio that also includes a range of outstanding single malt Scotch whiskies, Broker’s Gin, Writers Tears Irish Whiskey and HINE Cognac, premium quality, exceptional service, awards, industry recognition and unique benefits are what set the island2island Beverage Company apart.



McWILLIAM'S
FAMILY WINEMAKERS

CONGRATULATIONS DRINKS TRADE ON YOUR 50TH EDITION

There have been few other wineries throughout Australia who have witnessed and helped shape the evolution of the Australian Wine Industry as McWilliam's Family Winemakers. Our wines come from premium vineyards in significant Australian viticultural areas, including the Hunter Valley, Hilltops and Riverina in New South Wales and Margaret River in Western Australia.

Evans & Tate

MARGARET RIVER

At Evans & Tate we are celebrating 40 years since our first Margaret River vines were planted and we set about crafting wines of exceptional quality.



EVANS & TATE IS THE **NO.1**
MARGARET RIVER WINE BRAND
REPRESENTING **26%** OF THE
REGION'S TOTAL VOLUME



...at Evans & Tate we strive to be not only the **BIGGEST** Margaret River producer but also the **BEST** as one in the same goal.

- Matt Byrne Senior Winemaker -



MARGARET RIVER WINE
VALUE CONTINUES TO
GROW BY **4.0%**

While the Total
Australian Wine Market
remains **FLAT** at 0.3%

EVANS & TATE
VALUE GROWTH
including new products
is currently **21.8%**

Evans & Tate



EVANS & TATE WINES

01. Classic
02. Breathing Space
03. Butterball
04. Metricup Road
05. Karridale
06. Redbrook
07. The Evans & Tate





Evans & Tate Cellar Door



Margaret River Vineyards



McWilliam's Riverina



McWILLIAM'S
FAMILY WINEMAKERS

One family, six generations of winemakers and 138 years of winemaking excellence.



McWILLIAM'S HAS LONG
CHAMPIONED THE COOLER
CLIMATE, **HIGHER ALTITUDE**
REGIONS OF NSW

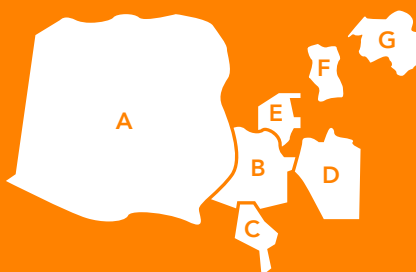


Some of the most **EXCITING & SUCCESSFUL WINE REGIONS** in recent times can be found in the Cooler Climate Regions found undulating along Australia's largest mountain range, **THE GREAT DIVIDING RANGE**.

Each wine region within New South Wales represents the rich diversity of **CLIMATE** and **TERROIR UNEQUALLED** in any other Australian state.



THE GREAT DIVIDING RANGE



A - RIVERINA
B - GUNDAGAI
C - TUMBARUMBA
D - CANBERRA DISTRICT
E - HILLTOPS
F - ORANGE
G - HUNTER VALLEY

McWILLIAM'S WINES

01. Inheritance
02. Fruitwood
03. Hanwood
04. Cool Climate
05. High Altitude
06. Appellation
07. 842



01

02

03

04

05

06

07

TREASURY WINE ESTATES IS THE WORLD'S LARGEST PURE-PLAY WINE COMPANY WITH MORE THAN 80 BRANDS.

WE LOOK FORWARD TO SHARING WITH YOU OUR AWARD WINNING
PORTFOLIO OF WINES FOR DIVERSE PALATES AND DISCERNING TASTES.





TREASURY WINE ESTATES



VISIT US AT WWW.TWEGLOBAL.COM OR CONTACT YOUR TREASURY WINE ESTATES REPRESENTATIVE ON 134 893.

veritas events

CREATE AN EXPERIENCE

Unforgettable Event Experiences in 2015



Where is this amazing venue?

Guess the city, send an email to Kieran Kennedy and be in the draw for an incredible hotel experience with Veritas Events

Contact: Kieran Kennedy | Kieran.kennedy@veritas.com.au
T: +61 2 8908 5600 | M: 0402 245 010

veritas events

CREATE AN EXPERIENCE



Contact: Kieran Kennedy | Kieran.kennedy@veritas.com.au
T: +61 2 8908 5600 | M: 0402 245 010

EYE

A QUICK LOOK INTO THE WEIRD AND WONDERFUL, AND EVERYTHING IN BETWEEN, ON LOCAL SHORES AND ACROSS THE GLOBE.



AN ADVENT CALENDAR FOR GROWN-UPS

Online UK whisky specialist Master of Malt has made an advent calendar for grown-ups, containing a unique dram in each of the windows. The calendar can be bought online, but with whiskies varying in price between 3.04GBP and 395.95GBP, the total set costs a staggering 999.95GBP.

The company also makes the calendar with 16 other spirits, including gin, rum, vodka and tequila.

ICONIC COCA-COLA CONTOUR BOTTLE MAKES HISTORY

The iconic Coca-Cola Contour bottle turned 100 years old this year.

The bottle was first released in 1915, following a brief that called for “a design so distinctive that it could be recognised by touch alone” and has since rubbed shoulders with the likes of Marilyn Monroe, Elvis Presley and Ray Charles. Despite countless attempts from imitators, the Coca-Cola bottle has retained the same iconic shape for 100 years.

Happy birthday!

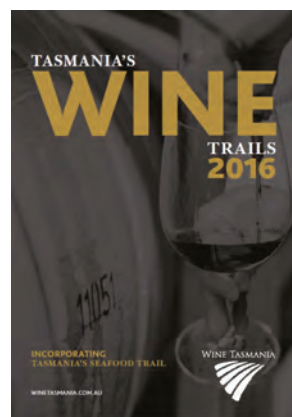


GUINNESS GOES VEGAN FRIENDLY

Guinness officially went vegan last month, agreeing to stop the use of isinglass in its production.

Isinglass is a by-product of fish that's commonly used across the brewing industry to remove unwanted particles in beer like yeast residue. Although only trace amounts of the substance are found in the final product, Guinness wanted to be able to label its product as vegan and vegetarian friendly.

Instead, Guinness will now use a new, state-of-the-art filtration system at its Dublin brewery.



EXPLORE TASMANIA'S WINE TRAILS WITH THE 2016 EDITION

Hot on the heels of the Lonely Planet's guide to the world's best wine trails, Wine Tasmania has released its 2016 edition of Tasmania's Wine Trails - a comprehensive guide to the island's key cellar doors, vineyards and experiences.

The peak body for Tasmanian grape growers and winemakers said the 2016 edition will continue to expand tourists' interest in the island's wine experience and complementary dining, food and accommodation offerings.

“Tasmanian wine continues to attract global attention, encouraging more and more people to visit our island to see what all the fuss is about!”

Wine Tasmania CEO, Sheralee Davies said.

Copies of the 2016 Tasmania's Wine Trails brochure are available by contacting Wine Tasmania on 03 6223 3770 or at mail@winetasmania.net.au

WWW.THECOCKTAILSTUDIO.COM.AU

Campari Australia has launched a new website called The Cocktail Studio that has been designed to provide a one-stop cocktail reference guide for bartenders. Bartenders can search for almost any cocktail on the site and find out how to make it, the story behind the recipe, its strength and flavour attributes. Bartenders can also view different spirits brands and their recommended cocktails or choose cocktail recipes based on their flavour profile – bitter, refreshing, spirited, fruity, sour or sweet. Lists of cocktails can also be found under categories such as ‘Old School Classics’, ‘Summer Entertaining’ and ‘Crowd-Pleasers’.

You can save your favourite cocktail recipes for later, on the ‘My Favourites’ page or head to the blog for extra tips and tricks, such as “How to cut a twist”. The options are endless.



Always reading on the go?



Enjoy *drinks* trade anywhere,
any time on our digital tablet version.



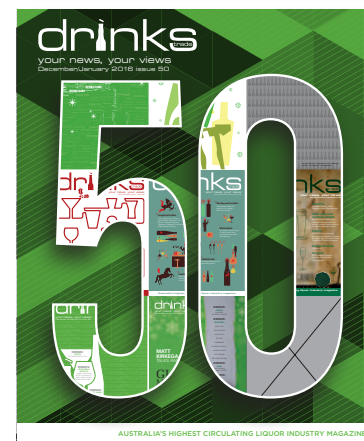
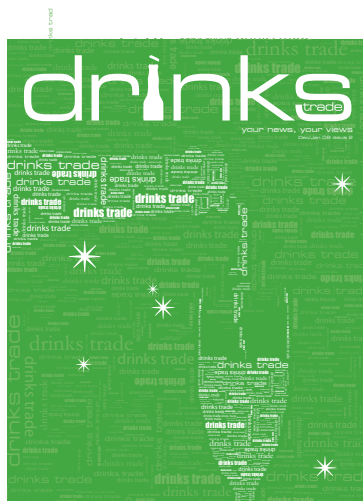


drinks

trade

would once again like to thank
all of our supporters from over
the last 50 issues, without
whom none of this would have
been possible. Wishing you
a very happy Christmas and
prosperous New Year





Easy does it.

REFRESHINGLY EASY DRINKING.



Get the facts
**DRINK
WISE**
ORG.AU



XXXX.COM.AU